

# MEMO TO CITY COUNCIL



MEETING DATE: OCTOBER 4, 2005

ITEM NO. *22*

GOAL: Coordinate Planning to Balance Infrastructure

## SUBJECT

Scenic Corridor Signage Text Amendment - 7-TA-2004

## REQUEST

Request:

1. A text amendment to the City of Scottsdale Zoning Ordinance (Ordinance No. 455) to amend Article VIII. Sign Requirements.
2. To adopt Ordinance No. 3641 affirming the above text amendment.

This is a supplement to the City Council packet delivered last week. At the September 20 City Council meeting, the applicant presented a proposal for a text amendment to the city's Sign Code regarding signs allowed in designated Scenic Corridors. The Mayor and City Council discussion at the meeting led to continuance of that item to the October 4 hearing. This memo outlines Council comments and identifies changes made since the draft was presented at the September 20 hearing.

- **Council Comment:** The term "embellishment" is not appropriate in the way it is applied in the draft.

**Response:** Replacement of the term "embellishments" with "design enhancements" and clarification of the criteria that must be made to include them as an element of the sign structure.

- Design enhancements (e.g., boulders placed to the side of a sign to create the impression that the sign is integrated into the natural environment) are limited in size and must be reviewed by the Development Review Board (and may be appealed to City Council) for approval only if the enhancement is consistent with the Scenic Corridor Design Guidelines.

- **Council Comment:** It is unclear how the draft addresses the issue of allowed signage on the non-scenic corridor frontage on corner lots.

**Response:** If a corner property utilizes a scenic corridor monument sign within the scenic corridor, no tower or mid-size monument signs may be placed on the property frontage along the intersecting street. Only scenic corridor monument signs, monument signs or ground signs may be used. The language was changed with additional language that clearly states this requirement.

- "D. PLACEMENT OF SIGNS:

1. Scenic Corridor Monument Signs shall only be allowed at or near an entry drive into the site from a Scenic Corridor roadway or at or

near an entry drive into the site from a non-Scenic Corridor roadway of a corner property that has Scenic Corridor frontage. Scenic Corridor Monument Signs may be placed in a median of an entry drive specified above.”

- **Council Comment:** The allowance of 2 additional feet of sign height as related to the 150-foot setback for buildings needs greater clarity. In addition, the 150-foot building setback should be defined as natural landscaping and not include parking areas.

**Response:** The paragraph regarding the relationship between the 150-foot building setbacks, commercial complex, size of buildings, and sign height was modified as follows:

- “E. *SIGN SIZE:*
  1. The maximum height of Scenic Corridor Monument Signs shall be five (5) feet including a minimum of a one (1) foot base measured from adjacent natural grade or curb height whichever is greater. For a multiple-tenant commercial complex with a total floor area of 150,000 square feet or greater and where all buildings are setback a minimum of one hundred and fifty (150) feet from the property line then two (2) additional feet of height shall be allowed.”

The applicant is checking to determine if the Summit has a 150 foot setback of natural landscaping.

- **Council Comment:** Alternative to proposed draft could be to allow sign size and height to gradually increase as distance from the property line increases.

**Response:** This alternative was discussed early in the review process, and the working group believed the goals of increasing business visibility and reducing the visual impact of signs were best served by having consistent sign standards.

Having signs nearer the street also reduces the likelihood that unnecessary trimming or removal of plants that will grow and obstruct view of the sign from the street.

- **Council Comment:** How many properties does this amendment affect?

**Response:** In the ESL zoning, there are 36 existing properties that could be affected. These properties consist of five acres or more with:

- multiple-tenant commercial buildings and complexes
- public and institutional uses, schools, churches and places of worship
- hotels and resorts


The Council also discussed the following but did not specifically direct for changes to these items:

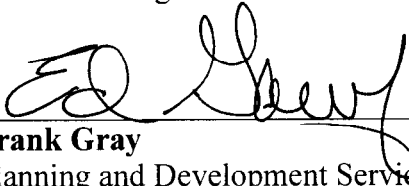
- desire to specify the allowable area of the letters, not just of the cabinet
- the evolution of allowed signage from "eye level" signs to taller signs
- internally lighted signs only in ESL


The working group had discussed the issue of internally illuminated signs and was comfortable with the proposed text, as the signs require the review and approval from the Development Review Board.

Please feel free to contact me at x27995, if you have questions or comments.



 **Randy Grant**  
Chief Planning Officer



 **Frank Gray**  
Planning and Development Services General Manager

Attachment A: Ordinance

Attachment B: Previous Staff Report

ORDINANCE NO. 3641

AN ORDINANCE OF THE COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, AMENDING ORDINANCE NO. 455, THE ZONING ORDINANCE OF THE CITY OF SCOTTSDALE, BY AND FOR THE PURPOSE OF AMENDING ARTICLE VIII, SIGN REQUIREMENTS, OF ORDINANCE NO. 455, AS AMENDED, AS PROVIDED IN CASE NO. 7-TA-2004.

WHEREAS, the Planning Commission and City Council have held hearings on and considered a text amendment to the Zoning Ordinance of the City of Scottsdale, Case No. 7-TA-2004; and

WHEREAS, the Council of the City of Scottsdale wishes to allow certain limited signage for large commercial centers and other specified uses located behind scenic corridors;

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Scottsdale, as follows:

Section 1. That the Zoning Ordinance of the City of Scottsdale, is amended by adding a new definition for the term "*Scenic Corridor Monument Sign*" to § 8.200, DEFINITIONS, as set forth in Exhibit 1, attached hereto and incorporated herein by reference.

Section 2. That the Zoning Ordinance of the City of Scottsdale, is amended by amending Article VIII. Sign Requirements, as set forth in Exhibit 1, attached hereto and incorporated herein by reference.

Section 3. If any section, subsection, sentence, clause, phrase or portion of this ordinance or any part of the code adopted herein is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions thereof.

PASSED AND ADOPTED by the Council of the City of Scottsdale this 4th day of October, 2005.

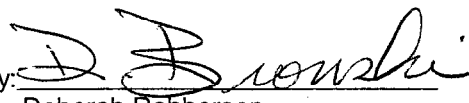
ATTEST:

CITY OF SCOTTSDALE, an Arizona  
municipal corporation

By: \_\_\_\_\_  
Carolyn Jagger  
City Clerk

By: \_\_\_\_\_  
Mary Manross  
Mayor

APPROVED AS TO FORM:

By:   
Deborah Robberson  
for Acting City Attorney

## SCENIC CORRIDOR SIGNAGE AMENDMENT

### Sec. 8.200. Definitions.

**SCENIC CORRIDOR MONUMENT SIGN.** A FREESTANDING CABINET OR PANEL SIGN LOCATED WITHIN A SCENIC CORRIDOR OR ON A NON-SCENIC CORRIDOR ROADWAY OF A CORNER PROPERTY THAT HAS SCENIC CORRIDOR FRONTAGE. MOUNTED ON OR WITHIN A BASE (ABOVE-GRADE) THAT IS DETACHED FROM ANY BUILDING, AND WHEN LOCATED ON THE STREET FRONTAGE OF THE SITE ADDRESS, CONTAINING THAT ADDRESS'S NUMERALS, AND WHICH, FOR MULTIPLE-TENANT COMMERCIAL COMPLEXES ONLY, INCLUDES NO MORE THAN TWO (2) TENANT OR OCCUPANT NAMES.

### Sec. 8.411. Scenic corridor.

The following conditions shall apply to the placement of PERMANENT signage within a scenic corridor NOT IN THE ESLO OVERLAY DISTRICT:

- I. *Development Review Board approval:* The Development Review Board shall approve the permanent design and color scheme of all PERMANENT signs which are permitted within a scenic corridor. PERMANENT signs shall be made of durable materials with muted color tones that are common to southwest architectural themes and are also compatible with the landscape character within a scenic corridor.
- II. *Placement:* No PERMANENT signs ~~except temporary signs~~ shall be placed closer to the right-of-way edge of the adjacent street than eighty (80) percent of the required average width of the scenic corridor.
- ~~III. *Signs allowed:* All types of signs allowed by this ordinance may be placed within a scenic corridor, except monument signs, which are not allowed.~~
- III. *Sign height:* The maximum height of signs within the scenic corridor shall be eighteen (18) feet except under one of the following conditions:
  - A. When the sign within the scenic corridor is located seventy-five (75) feet from the adjacent right-of-way edge of the street, the maximum sign height may be raised by two (2) feet.
  - B. When the sign within the scenic corridor is located seventy-five (75) feet from the adjacent right-of-way edge of the street the sign area may be increased twenty (20) percent.
  - C. In no case shall both of the previous conditions apply to the same sign.
- IV. **PERMANENT SIGNS ALLOWED:** ALL PERMANENT TYPES OF SIGNS ALLOWED BY THIS ORDINANCE MAY BE PLACED WITHIN A SCENIC

CORRIDOR NOT LOCATED IN THE ESLO OVERLAY DISTRICT, EXCEPT MONUMENT SIGNS, WHICH ARE NOT ALLOWED. ALTERNATIVELY THE ESLO SCENIC CORRIDOR MONUMENT SIGNAGE AS PERMITTED BELOW MAY BE USED IN ANY NON-ESLO SCENIC CORRIDOR; IF THE ESLO SCENIC CORRIDOR MONUMENT SIGNAGE IS USED THEN NO TOWER SIGNS SHALL BE ALLOWED ON ANY PORTION OF THE PROPERTY.

V. THE FOLLOWING CONDITIONS SHALL APPLY TO THE PLACEMENT OF PERMANENT SIGNAGE WITHIN A SCENIC CORRIDOR IN THE ESLO OVERLAY DISTRICT:

A. *DEVELOPMENT REVIEW BOARD APPROVAL:* THE DEVELOPMENT REVIEW BOARD SHALL APPROVE THE PERMANENT DESIGN AND COLOR SCHEME OF ALL PERMANENT SIGNS WHICH ARE PERMITTED WITHIN A SCENIC CORRIDOR IN THE ESLO OVERLAY DISTRICT. IN APPROVING SUCH SIGNAGE, THE DEVELOPMENT REVIEW BOARD SHALL DETERMINE THAT THE PROPOSED SIGN MEETS FOLLOWING STANDARDS AND DESIGN CRITERIA. *THE DEVELOPMENT REVIEW BOARD SHALL HAVE NO POWER TO REVIEW THE WORDS, SYMBOLS OR OTHER CONTENT OF THE MESSAGE USED ON THE SIGN.*

B. *SIGNS ALLOWED:*

1. SCENIC CORRIDOR MONUMENT SIGNS SHALL BE THE ONLY PERMANENT FREESTANDING SIGNS ALLOWED WITHIN OR BEHIND THE SCENIC CORRIDOR TO IDENTIFY THE FOLLOWING USES ON PARCELS OF 5 ACRES OR MORE THAT ARE LOCATED ADJACENT TO A GENERAL PLAN SCENIC CORRIDOR DESIGNATED STREET: MULTIPLE-TENANT COMMERCIAL BUILDINGS OR COMPLEXES, PUBLIC AND INSTITUTIONAL USES, SCHOOLS, CHURCHES AND PLACES OF WORSHIP, HOTELS AND RESORTS. IF A PROPERTY UTILIZES A SCENIC CORRIDOR MONUMENT SIGN THEN THAT PROPERTY SHALL NOT BE ALLOWED TOWER OR MID-SIZED MONUMENT SIGNS ANYWHERE ON THE PROPERTY.
2. ALL OTHER USES SHALL BE SUBJECT TO NON-ESL ZONED SCENIC CORRIDOR SIGN PROVISIONS TEMPORARY SIGNAGE MAY BE ALLOWED ACCORDANCE WITH SECTIONS 8.600-8.616.

C. *NUMBER OF SIGNS:* THERE SHALL BE ONLY ONE (1) SCENIC CORRIDOR MONUMENT SIGN PER DEVELOPMENT. HOWEVER, BUILDINGS OR COMPLEXES WITH A TOTAL FLOOR AREA OF 150,000 SQUARE FEET OR GREATER MAY HAVE A MAXIMUM OF TWO (2) SCENIC CORRIDOR MONUMENT SIGNS PER DEVELOPMENT.

D. *PLACEMENT OF SIGNS:*

1. SCENIC CORRIDOR MONUMENT SIGNS SHALL ONLY BE ALLOWED AT OR NEAR AN ENTRY DRIVE INTO THE SITE FROM A SCENIC CORRIDOR ROADWAY OR AT OR NEAR AN ENTRY DRIVE INTO THE

SITE FROM A NON-SCENIC CORRIDOR ROADWAY OF A CORNER PROPERTY THAT HAS SCENIC CORRIDOR FRONTAGE. SCENIC CORRIDOR MONUMENT SIGNS MAY BE PLACED IN A MEDIAN OF AN ENTRY DRIVE SPECIFIED ABOVE.

2. SECTION 8.408.III. SHALL NOT APPLY TO SCENIC CORRIDOR MONUMENT SIGNS. SCENIC CORRIDOR MONUMENT SIGNS SHALL BE PLACED AT THE PROPERTY LINE AND LOCATED A MAXIMUM DISTANCE FROM THE EDGE OF THE ENTRY DRIVE CURB OF THREE (3) TIMES THE HEIGHT OF THE SIGN OR WITHIN AN ENTRY DRIVE MEDIAN. SIGN LOCATIONS SHALL BE CONSISTENT WITH INTERSECTION SIGHT DISTANCE AND TRAFFIC SAFETY TRIANGLE REQUIREMENTS WHICHEVER APPLIES TO THE SITE. IF A SIGN LOCATION SPECIFIED BY THIS SECTION WOULD CREATE A SIGHT DISTANCE OR SAFETY TRIANGLE HAZARD, THE SIGN LOCATION SHALL BE ADJUSTED THE MINIMUM AMOUNT NECESSARY TO PREVENT THE HAZARD FROM BEING CREATED.
3. SIGNS SHALL BE LOCATED WITH SENSITIVITY TO MINIMIZING NATIVE PLANT DISTURBANCE. IF NECESSARY, THEN NATIVE PLANTS MAY BE RELOCATED TO PROVIDE FOR SIGN VISIBILITY IF APPROVED BY THE DEVELOPMENT REVIEW BOARD.

E. *SIGN SIZE:*

1. THE MAXIMUM HEIGHT OF SCENIC CORRIDOR MONUMENT SIGNS SHALL BE FIVE (5) FEET INCLUDING A MINIMUM OF A ONE (1) FOOT BASE MEASURED FROM ADJACENT NATURAL GRADE OR CURB HEIGHT WHICHEVER IS GREATER. FOR A MULTIPLE-TENANT COMMERCIAL COMPLEX WITH A TOTAL FLOOR AREA OF 150,000 SQUARE FEET OR GREATER AND WHERE ALL BUILDINGS ARE SETBACK A MINIMUM OF ONE HUNDRED AND FIFTY (150) FEET FROM THE PROPERTY LINE THEN TWO (2) ADDITIONAL FEET OF HEIGHT SHALL BE ALLOWED.
2. THE SIGN WIDTH SHALL NOT BE MORE THAN 10 FEET.
3. IF THE DEVELOPMENT REVIEW BOARD FINDS THAT THE DESIGN ENHANCEMENTS ARE CONSISTENT WITH THE SCENIC CORRIDOR DESIGN GUIDELINES, DESIGN ENHANCEMENTS INTENDED TO MEET THE CRITERIA LISTED BELOW, SHALL BE ALLOWED AS FOLLOWS:
  - (a) UP TO AN AGGREGATE FOUR (4) FEET IN WIDTH RESULTING IN A TOTAL OF FOURTEEN (14) FEET IN WIDTH FOR A FIVE (5) FOOT TALL SIGN; OR
  - (b) UP TO AN AGGREGATE SIX (6) FEET IN WIDTH RESULTING IN A TOTAL OF SIXTEEN (16) FEET IN WIDTH FOR A SEVEN (7) FOOT TALL SIGN.

**F. DESIGN CRITERIA:**

1. SIGNAGE SHALL COMPLEMENT AND BE COMPATIBLE WITH BOTH THE CHARACTER OF THE ROADWAY SEGMENT IN WHICH THE SCENIC CORRIDOR OCCURS AND THE SITE ARCHITECTURE.
2. PREDOMINANTLY NATURAL MATERIALS THAT REFLECT THE RURAL AND RUSTIC DESERT CHARACTER OF THE AREA, SUCH AS WOOD, ROCK, STONE, RUSTED OR OTHER DULL METAL FINISHES SHALL BE USED.
3. SIGNS SHALL INTEGRATE SHAPES AND DESIGN ELEMENTS HAVING IRREGULAR FORMS THAT APPEAR TO RESEMBLE THOSE OF NATURE. VARIATIONS IN HEIGHT, LENGTH, DEPTH, MATERIALS AND TEXTURES, AS WELL AS LANDSCAPING ELEMENTS, SHALL BE ENCOURAGED IN SIGNAGE TO CREATE A VARIED ELEVATION
4. HIGH CONTRAST SHALL BE EMPLOYED BETWEEN BACKGROUND AND COPY WITHIN THE DESIGNATED COPY AREA FOR IMPROVED READABILITY. COLOR PALETTES SHALL INCLUDE MUTED TONES THAT BLEND WITH THE SURROUNDING DESERT ENVIRONMENT, WHILE PROVIDING CONTRAST WITH ACCENT COLORS FOR READABILITY WITHIN THE DESIGNATED COPY AREA. COLORS SHALL NOT EXCEED A LIGHT REFLECTIVE VALUE (LRV) OF THIRTY-FIVE (35) PERCENT, EXCEPT THAT SIGN COPY MAY HAVE A HIGHER LIGHT REFLECTIVE VALUE (LRV) WHEN USED WITH A DARK BACKGROUND COLOR; NOR SHALL BACKGROUND COLORS EXCEED A VALUE OF SIX (6) AND A CHROMA OF SIX (6) AS INDICATED IN THE MUNSELL BOOK OF COLOR ON FILE IN THE PLANNING SYSTEMS DEPARTMENT.
5. PERMITTED LIGHTS ON SIGNS. THE ONLY LIGHTS OR ILLUMINATION PERMITTED ON SIGNS SHALL BE REVERSE CHANNEL LETTER HALO ILLUMINATION, INTERNALLY ILLUMINATED LETTERS OR LOW LEVEL SIGNAGE INDIRECT LIGHTING, ALL DESIGNED TO CONTROL GLARE AND MUTE LIGHTING IMPACTS. LIGHT SOURCES SHALL BE SHIELDED FROM VIEW AND SHALL NOT ALLOW SPILLAGE BEYOND THE SIGNAGE. LANDSCAPING AND LANDSCAPE ACCENT LIGHTING SHALL BE INTEGRATED WITH SIGNAGE ELEMENTS TO CREATE FOCAL POINTS THAT ENHANCE THE EXISTING SENSE OF PLACE AND SHALL BE DIRECTED TOWARDS THE SIGN COPY AND PLACE-MAKING ELEMENTS (THE TEXTURES, PLANTS AND MATERIALS OF THE SIGN, NOT THE OVERALL SIGN).
6. REVEGETATION/LANDSCAPING WITHIN THE MINIMUM NECESSARY DESIGNATED SIGN VISIBILITY CORRIDOR, AS APPROVED BY THE DEVELOPMENT REVIEW BOARD, SHALL COMPLY WITH SEC. 6.1060.D.2.A. THROUGH F. OF THE ENVIRONMENTALLY SENSITIVE LANDS ORDINANCE, EXCEPT THAT CONSISTENCY SHALL BE

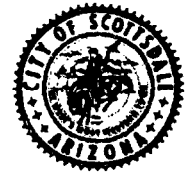


REQUIRED WITH ONLY LOW-LEVEL PLANT SPECIES, WHICH SHALL BE ALLOWED TO BE MAINTAINED AT LOWER HEIGHTS WHERE TALLER PLANT SPECIES INTERFERE WITH SIGN VISIBILITY AND READABILITY. MATURE PLANTS AND TREES SHALL BE RELOCATED AS NECESSARY TO MAINTAIN NON-INTERFERING, LOW-LEVEL PLANT SPECIES AND SHALL BE UTILIZED AS APPROPRIATE TO PROVIDE AN ENHANCED NATIVE PLANT SETTING FOR THE SIGNAGE.

7. CABINET SIGNS FABRICATED OF ACRYLIC, PLEXIGLAS®, PLASTIC-FACED, OR INJECTION MOLDED PANELS WITH FIRST-SURFACE, SECOND-SURFACE APPLIED TRANSLUSCENT VINYLs, FILMS OR PAINTED GRAPHICS, AND/OR INTEGRALLY COLORED POLYCARBONATE MATERIALS THAT ARE INTERNALLY BACKLIGHTING THE WHOLE GRAPHICS AREA, ARE STRICTLY PROHIBITED.



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# CITY COUNCIL REPORT

MEETING DATE: September 20, 2005

ITEM NO.

12

GOAL: Coordinate Planning to Balance Infrastructure

## SUBJECT

**Scenic Corridor Signage Text Amendment - 7-TA-2004**

## REQUEST

Request:

1. a text amendment to the City of Scottsdale Zoning Ordinance (Ordinance No. 455) to amend Article VIII. Sign Requirements.
2. To adopt Ordinance No. 3641 affirming the above text amendment.

### Key Items for Consideration:

- Proposal changes sign regulations for Scenic Corridors.
  - The amendment would allow smaller signs to be located near the street and prevent installation of the taller signs currently allowed.
  - The sign character and quality would be a consideration for the Development Review Board.
- Planning Commission recommended approval with stipulation, 5-1
  - Text be altered to prohibit town signs and mid-size monument signs on any property that contains Scenic Corridor frontage, including the side street on corner lots.

### Other Key Items for Consideration:

- This proposal would:
  - Create a new type of freestanding sign that would be labeled a "Scenic Corridor Monument Sign" (SCMS).
  - Allow SCMS for specific uses on 5-acre or more parcels, located adjacent to a General Plan Scenic Corridor designated street, zoned ESL (Environmentally Sensitive Lands) and as an alternative for non-ESL zoned parcels. These specific uses in ESL zoning include multiple tenant commercial buildings or complexes, public and institutional uses, schools, churches and places of worship, hotels and resorts.
  - Prohibit tower and mid-sized monument signs wherever SCMS are used.
  - Allow 1 (one) SCMS per development, except buildings or complexes with 150,000 square feet or more may have 2 (two) SCMS.
  - Allow SCMS at the street right-of-way and in site entry drive medians.
  - Allow SCMS up to 5 feet high, and a multiple-tenant commercial complex with more than 150,000 square feet of total floor area would be allowed 7 feet in height.
  - Allow embellishment ornamentation at the sides of SCMS.
  - Require specific design guidelines for SCMS within ESL zoning.
  - Require Development Review Board approval for SCMS.

ATTACHMENT B

Page 1



- **Background:**
  - Some property owners along Scenic Corridors have expressed concern that buildings and centers located behind the required Scenic Corridor easements do not have adequate visibility from the street to be successful.
  - Citizens have expressed concern that the tower signs currently allowed as Scenic Corridor signs are not appropriate in ESL locations.
  - The applicant is requesting this amendment on behalf of a specific client, but staff and residents have participated in discussions on behalf of the broader community.
- **Concerns:**
  - Residents and staff feel that a sign height of 7 feet is too tall.
  - Residents prefer that no tower or monument signs occur anywhere on a property that uses SCMS.

**Related Policies, References:**

Zoning Ordinance, Article VIII, Sign Requirements  
 Scenic Corridor Design Guidelines (2003)  
 City of Scottsdale General Plan (2001)

**APPLICANT CONTACT**

Lynne Lagarde  
 Earl Curley & Lagarde P C  
 602 265-0094

**LOCATION**

City-wide

**BACKGROUND**

**Origin of Proposal.**

The amendment to the Sign Regulations was discussed with a development application for a worship facility, known as the Dream Center Scottsdale First Assembly, located south of Via Dona Road and west of Pima Road. The initial design of that facility proposed a 40-foot tower, which would have provided visibility for the use. The nearby property owners opposed the tower. With the discussion of the tower there were general comments that more visible signage might be allowed along Scenic Corridors.

**Current Sign Regulations.**

The Sign Regulations categorizes allowed sign types by use and size of use. These characteristics form the basis for determining the size and location of signs. In the Scenic Corridor all types of signs are allowed for commercial, schools, churches, and residential uses, except monument signs. Signs placed in Scenic Corridors:

1. Must be placed outside of sight visibility areas, not closer to the right-of-way than 80% of the average required width of the scenic corridor setback. For example, a 100-foot scenic corridor would have an 80-foot setback.
2. Must be 5 feet to 20 feet in height according to sign type and setback.
3. Must have sign copy area of 4 square feet to 144 square feet depending upon sign type and use.
4. Must meet Design Review Board to considerations of durable materials, muted color tones, and southwest architecture including corridor character.

**Scenic Corridors.**

Scenic Corridors are streets designated in the City's General Plan for scenic desert setbacks that provide a sense of openness, provide views of nearby mountains, and buffer adjacent land uses from traffic. The parameters are:

1. A minimum width of 100 feet, from right-of-way.
2. This area may be designated Natural Area Open Space.
3. Development is limited to vegetation, non-vehicular travel ways, regional drainage ways, cross access, and signs allowed by the Zoning Ordinance.
4. Landscaping is dependent upon the corridor location.
5. The corridor easement is established during the land development process.

The Scenic Corridor Design Guidelines intent is to achieve a minimum visual impact of the built environment on the natural desert setting. The following Guidelines are specific to signs:

1. Keep to a minimum the number and size of signs.
2. Signs allowed by ordinance should be setback a minimum of 80% (or more) of the setback depth to the rear of the scenic desert landscape setback buffer (example 100-foot easement then signs should be setback 80-feet from the edge of right-of-way).
3. Tower signs are strongly discouraged.
4. Signs for the purpose of advertisement are strongly discouraged.
5. Low wall or ground mounted signs of natural or simulated desert material with heavy textures and deep desert colors are preferred.
6. Prefer reverse channel letter halo illumination or non-illuminated signs.
7. Low-level spot lighting may be supported only when the light is primarily for the purpose of accenting the natural materials and textures.
8. Internally illuminated cabinet and letter/logo signs are highly discouraged.
9. All pole-mounted signs should have poles with finishes of core-tin steel; rusted metal painted, steel finished to appear forged/hammered and with a distressed look, painted "Western Reserve 8716N Frazee" or as otherwise approved the City.
10. All sign backs visible to the road should be finished with a non-reflective dark color such as "Western Reserve 8716N Frazee" or similar.

**General Plan.**

The General Plan Character and Design element establishes a vision of quality development above the norm for aesthetics. Design standards have incorporated Sign Regulations and other rules including Scenic Corridor protections that have established a built environment with an aesthetic generally above the quality found in other communities. Goal 4 encourages major roadway streetscapes that promote the city's visual quality and character, and blend into the character of the surrounding area.

The Open Space and Recreation element provides a vision that encourages protection of open space resources. Goal 1 states that a Scenic Corridor provides an opportunity for drivers to enjoy the natural desert vegetation and views of the nearby mountains and open spaces. Scenic Corridors are dedicated as easements on private property through the development process.

**APPLICANT'S  
PROPOSAL**

**Goal/Purpose of Request.**

The applicant is proposing to amend the Sign Regulations to allow signs within the Scenic Corridor closer to the right-of-way and a different sign type.

*Sec. 8.200. Definitions.* Proposes new definitions for 'Embellishment' and 'Scenic Corridor Monument Signs' (SCMS). The definition of SCMS ensures that the sign will include the major site address numerals. In addition, the SCMS is allowed 2 tenant names.

Analysis Some cities recognized as having high quality design and development achieve way finding by place identification (identity of the place – not the address or the specific owner/tenant name) and with way finding signage that have common design features rather than address numbers placed on signs in inconsistent fashion. This quality of place associated with signage needs to be balanced with public safety. The Fire Code requires that addresses be posted on buildings with the addresses legible and visible from the street. Some properties, which have Scenic Corridors and setbacks that exceed the normal requirements, may not be able to post an address sign on a building with the address being visible from the street. Address numbers should be incorporated with the overall design scheme of the sign – the address numbers should not be tack-on numbers as an after thought design element of the sign.

*Sec. 8.411. Scenic Corridor. I. Regulates signs in non-ESL zoned Scenic Corridors.* Allows the option of the current ordinance provisions or placing SCMS on a parcel. If the option of placing SCMS on a parcel is selected, then the parcel cannot have tower or mid-sized monument signs.

Analysis As proposed, the number of various types of freestanding signs would not increase and thus the impact would be minimal.

*Sec. 8.411.II. Regulates signs in ESL zoned Scenic Corridors.*

*Sec. 8.411.II.A. Development Review Board Approval.* Proposes Development Review Board approval of these signs.

Analysis The General Plan and Scenic Corridor Design Policies establish guidelines for improvements in the Scenic Corridor. The existing ordinance requires Development Review Board approval of the permanent design and color scheme of all signs in Scenic Corridors.

*Sec. 8.411.II.B. Signs Allowed.* The only permanent freestanding sign allowed within or behind the Scenic Corridor shall be SCMS, for parcels of 5 acres or more with multiple-tenant commercial buildings or complexes, public and institutional uses, schools, churches and places of worship, hotels and resorts. All other uses are allowed non-ESL zoned Scenic Corridor sign provisions. In addition, if a property utilizes a scenic corridor monument sign then that property shall not be allowed tower or mid-sized monument signs anywhere on the property (added by Planning Commission). However, a property could make use of other freestanding signs such as ground signs.

Analysis Currently any type of use, including special events, could have any type of sign. This proposal provides consideration for the character of Scenic Corridor (ESL vs. non-ESL) as well as type of use. Thus a balance is achieved in arriving at visibility for uses that otherwise have limited sign visibility. In addition, those locations of Scenic Corridor that are characteristic of having

greater natural features and views would have fewer obstructions of views.

*Sec. 8.411.II.C. Number of Signs.* The proposal allows 1 SCMS per development and 2 for buildings/complexes with 150,000 square feet or more.

*Sec. 8.411.II.D. Placement of Signs.* The SCMS may be placed at the entry drive or median; on the property line; not in conflict with visibility safety; and with minimal impact on native plants.

*Analysis* The existing ordinance allows permanent freestanding signs setback 80% of the required average width of the Scenic Corridor. For example, 80 feet for a 100 foot Scenic Corridor, or 45 feet for a 50 foot Scenic Corridor. With this proposal the SCMS cannot be more than 3 times the sign height from the entry drive – this prevents the sign from “floating” along the length of the Scenic Corridor. The setback is proposed at the property line along the street and outside of sight triangles. This placement and setback will limit native plant disturbance, and provide entry location markers for drivers.

*Sec. 8.411.II.E. Sign Size. Height.* Signs may be 5 feet high except an 7 feet of height may be allowed for multiple-tenant commercial complexes with 150,000 square feet or greater floor area and where all buildings are setback a minimum 150 feet from the property line. *Width.* All signs are limited to 10 feet in width. *Embellishments.* Embellishments may extend up to 4 feet beyond the 10-foot of allowed width for a 5-foot high sign; and up to 6 feet beyond the 10-foot of allowed width for a 7-foot high sign.

*Analysis* Staff has a concern that introducing a 7-foot height allowance is inappropriate for Scenic Corridors in that the intent of the Scenic Corridors is too greatly impacted. A 7-foot tall sign too closely mirrors the size of a mid-sized monument sign. Mid-sized monument signs are currently allowed for specified uses including 8-foot height for hotels/motels, and multiple-tenant commercial buildings with floor areas with 10-foot height of sign for from 60,000 to 100,000 square feet and 12-foot height of sign for 100,000 square feet or more. Directory signs are another type of taller sign, which may be 7 feet in height for multiple-tenant commercial buildings, as well as unspecified commercial and industrial uses. Other uses are allowed 5-foot high ground and monument signs, and signs of lesser height. The existing regulations force these tall signs to the backside of the Scenic Corridor, lessening the impact of the sign height on the view shed from the street.

The resulting overall sign size of SCMS would be 50 square feet or 70 square feet depending upon the height. The existing sign regulations allow sign sizes from 4 square feet to 144 square feet.

*Sec. 8.411.II.F. Design Criteria.* The draft proposes design criteria ESL (Environmentally Sensitive Lands) zoned Scenic Corridors.

*Analysis* Currently the Ordinance does not specify criteria for design of signs in the Scenic Corridor, but does have design consideration for approval.

*Character and Quality of Signs.* The proposed amendment requires Development Review Board approval of SCMS and the design criteria encourages a high quality of materials and sign elements. For example, cabinet signs are prohibited. This is a threshold upon which the Development

Review Board may review these signs for character and quality, and encourage durable natural material usage. In their review other signage elements may be considered such as edging, facing, and setting in order to achieve high standards of design and built environment.

*Lighting.* The Scenic Corridor Guidelines recommend the use of low-level spot lighting and this lighting may be supported only when the light is primarily for the purpose of accenting the natural materials and textures, and the light source should be shielded from view. The guidelines do not preclude other types of lighting but do not specifically allow other lighting types. The proposed ordinance language would allow internally illuminated letters (letters routed out of a panel with an insert behind the panel and behind the insert lighting to illuminate the letters), which currently is not allowed in the Scenic Corridor Design Guidelines. The ESL zoning district requires that light sources be shielded from view. This proposal would require that lighting be integrated with the sign elements and enhance the sense of place.

*Revegetation/Landscaping.* As a result of placing the sign closer to the right-of-way and with a lower sign height, the signs will be difficult to see through natural desert vegetation. Therefore, the applicant is proposing a "Sign Visibility Corridor" which would be designated as revegetated Natural Area Open Space and approved by the Development Review Board. There is no specification regarding the size of the Sign Visibility Corridor. Also, this proposal would result in a planting pattern without a natural desert form. Most areas of the ESL desert that are natural exhibit a natural growth pattern with variable plant heights – not all plants of a same or similar consistently low height. The result would be much of the visibility area being revegetated and not having an appearance as that of natural growth pattern vegetation.

## **IMPACT ANALYSIS**

### **Policy Implications.**

If this application were approved, the Scenic Corridors Design Guidelines would need to be revised to reflect any new Sign Regulations. Likewise, the General Plan policies on native vegetation, scenic corridors, preservation, and aesthetics would need to be reevaluated.

### **Community Involvement.**

The applicant has completed their Community Involvement requirements as documented in the attached report. Before November 2004 there were a series of meetings to discuss the potential sign amendment. Then the following meetings were held:

Type of Meeting	Date	Number of Attendees	Outcome
Open House	January 17, 2005	Not documented	Discussed proposal – no decisions
Open House	February, 2005	Not documented	Discussed proposal – no decisions
Open House	April 6, 2005	13	Discussed proposal – no decisions

After the open house meetings, additional discussions occurred between the applicant, interested residents/developers/property owners, and staff. Various concepts were put forth to reach the proposal as presented to the Planning Commission.

The community is supportive of economic viability of the Summit stores on Scottsdale Road north of Lone Mountain Road and as such desires to find a solution that would allow greater signage and thus visibility of this commercial center.

The applicant was allowed to install demonstration signs at the Summit Commercial Center along Scottsdale Road to demonstrate the intent of the Text Amendment.

**Community Impact.**

With this Sign Regulation change, places in Scottsdale may experience greater visibility and, for businesses, better client patronage. With the placement of the proposed signs, property and tenant names may be more commonly visible along Scenic Corridors. Way finding by landmark could become less necessary, and this may affect the perceived character of Scenic Corridors specifically, and Scottsdale in general.

**Staff Recommendation.**

Recommend approval, subject to the Scenic Corridor Monument Signs being not more than 5 feet in height.

**OTHER BOARDS AND COMMISSIONS**

**Planning Commission.**

On August 24, 2005 the Planning Commission heard this case on their regular agenda, and recommended approval, 4-1 with a stipulation to prohibit tower or midsize monument signs on any part of a property that is utilizing a Scenic Corridor Monument Sign.

The height and potential of other freestanding signs on a property with SCMS were the 2 items of key discussion during the Planning Commission hearing. The height of sign – Commissioners Steinberg (difference between 5-feet and 7-feet was minimal) and Gulino felt that 7-feet of sign height was not objectionable. Commissioner Steinke felt that businesses needed to safely announce their location. Commissioner Barnett felt that while 5-feet of height would be acceptable for SCMS, tower signs on a side street (outside of the



Scenic Corridor but on the same part of a property that is utilizing a SCMS) would not be acceptable in combination with SCMS. Finally the Planning Commission voted 4-1 for the text amendment including SCMS with 7-foot allowable height but not to allow a tower or mid-sized monument signs on any part of a property that is utilizing a Scenic Corridor Monument Sign.

**RECOMMENDATION**

Approval, incorporating the Planning Commission amendment.

**RESPONSIBLE  
DEPT(S)**

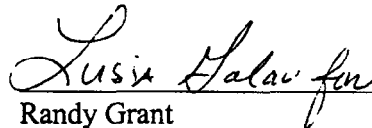
**Planning and Development Services Department**  
Current Planning Services

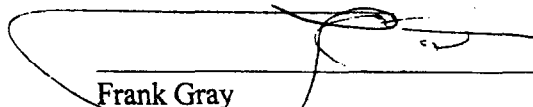
**STAFF CONTACT(S)**

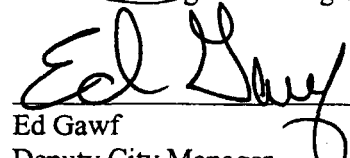
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**APPROVED BY**

  
Randy Grant  
Chief Planning Officer  
9/8/05  
Date

  
Frank Gray  
General Manager Planning & Development Services  
9.8.05  
Date

  
Ed Gawf  
Deputy City Manager  
9/8/05  
Date

**ATTACHMENTS**

1. Applicant's Narrative
2. Legislative Text
3. Scenic Corridors Map
4. Executive Summary of Scenic Corridor Design Guidelines
5. Citizen Involvement
6. Demonstration Sign Photos
7. August 24, 2005 Planning Commission Minutes
8. Ordinance No. 3641

## PROJECT NARRATIVE

### SCENIC CORRIDOR SIGNAGE TEXT AMENDMENT

At the time of the last sign code amendment, there was discussion at the public hearings that some smaller scale, sensitively designed signage in the scenic corridor might be an appropriate alternative to the taller tower and mid-size monument signage allowed outside the corridor. For the past several months, Donahue Schriber and its consultants have met with Staff, Planning Commissioner Heitel and interested citizens on a proposal to allow such smaller scale signage within the scenic corridor. The proposed language is intended to be sensitive to concerns for the aesthetics and preservation of scenic corridors and yet responsive to the legitimate needs of businesses along a scenic corridor.

The text amendment proposal includes scenic corridor design guidelines for scenic corridors in non-ESLO areas and additional design guidelines within the ESLO overlay area. The amendment proposes allowing smaller mid-size monument signs than would be allowed elsewhere in the City with graduations in size from six feet to ten feet based upon increased setback distances from ten feet to thirty feet. The amended language also addresses revegetation and landscaping within a signage visibility corridor to allow for lower level plant species to assure sign visibility and readability.

Scenic corridor signage is an issue that impacts not only retail and office centers, but also resort locations within the City. The need for appropriate aesthetically compatible signage in scenic corridor areas to allow identification of the location of businesses as well as the entry points for these businesses is critical to their on-going viability.

D:\INDEX\Donahue Schriber\Scottsdale and Ashler Hills\docs\Project Narrative Text Amendment 10 29 04.doc

## SCENIC CORRIDOR SIGNAGE AMENDMENT

How to read this document:

Existing ordinance language is shown in regular font (like this).

Existing ordinance language proposed for deletion is shown in regular font strike-through (like this).

Proposed ordinance language is shown in upper case letters (LIKE THIS).

Proposed ordinance language by the Planning Commission is shown in upper case letters and bold (**LIKE THIS**).

Minor staff cleanup after Planning Commission are shown in upper case italics letters (*LIKE THIS*).

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### Sec. 8.200. Definitions.

**EMBELLISHMENT.** AN ELEMENT OF DESIGN WHICH IS NOT PART OF A SIGN BUT WHICH PROVIDES ORNAMENTATION AT THE END OR SIDES OF A SIGN.

**SCENIC CORRIDOR MONUMENT SIGN.** A FREESTANDING CABINET OR PANEL SIGN LOCATED WITHIN A SCENIC CORRIDOR MOUNTED ON OR WITHIN A BASE (ABOVE-GRADE) THAT IS DETACHED FROM ANY BUILDING, AND WHEN LOCATED ON THE STREET FRONTAGE OF THE SITE ADDRESS, CONTAINING THAT ADDRESS'S NUMERALS, AND WHICH, FOR MULTIPLE-TENANT COMMERCIAL COMPLEXES ONLY, INCLUDES NO MORE THAN TWO (2) TENANT OR OCCUPANT NAMES.

### Sec. 8.411. Scenic corridor.

- I. The following conditions shall apply to the placement of PERMANENT signage within a scenic corridor NOT IN THE ESLO OVERLAY DISTRICT:
  - A. Development Review Board approval: The Development Review Board shall approve the permanent design and color scheme of all PERMANENT signs which are permitted within a scenic corridor. PERMANENT ~~signs~~ shall be made of durable materials with muted color tones that are common to southwest architectural themes and are also compatible with the landscape character within a scenic corridor.
  - B. Placement: No PERMANENT signs shall be placed closer to the right-of-way edge of the adjacent street than eighty (80) percent of the required average width of the scenic corridor.
  - C. ~~PERMANENT Signs allowed: All PERMANENT types of signs allowed by this ordinance may be placed within a scenic corridor, except monument signs, which are not allowed.~~
  - DC. Sign height: The maximum height of signs within the scenic corridor shall be eighteen (18) feet except under one of the following conditions:
    1. When the sign within the scenic corridor is located seventy-five (75) feet from the adjacent right-of-way edge of the street, the maximum sign height may be

raised by two (2) feet.

2. When the sign within the scenic corridor is located seventy-five (75) feet from the adjacent right-of-way edge of the street the sign area may be increased twenty (20) percent.

3. In no case shall both of the previous conditions apply to the same sign.

D. **PERMANENT SIGNS ALLOWED: ALL PERMANENT TYPES OF SIGNS ALLOWED BY THIS ORDINANCE MAY BE PLACED WITHIN A SCENIC CORRIDOR NOT LOCATED IN THE ESLO OVERLAY DISTRICT, EXCEPT MONUMENT SIGNS, WHICH ARE NOT ALLOWED. ALTERNATIVELY THE ESLO SCENIC CORRIDOR MONUMENT SIGNAGE AS PERMITTED BELOW MAY BE USED IN ANY NON-ESLO SCENIC CORRIDOR; IF THE ESLO SCENIC CORRIDOR MONUMENT SIGNAGE IS USED THEN NO TOWER SIGNS SHALL BE ALLOWED ON ANY PORTION OF THE PROPERTY.**

II. **THE FOLLOWING CONDITIONS SHALL APPLY TO THE PLACEMENT OF PERMANENT SIGNAGE WITHIN A SCENIC CORRIDOR IN THE ESLO OVERLAY DISTRICT:**

A. **DEVELOPMENT REVIEW BOARD APPROVAL: THE DEVELOPMENT REVIEW BOARD SHALL APPROVE THE PERMANENT DESIGN AND COLOR SCHEME OF ALL PERMANENT SIGNS WHICH ARE PERMITTED WITHIN A SCENIC CORRIDOR IN THE ESLO OVERLAY DISTRICT. IN APPROVING SUCH SIGNAGE, THE DEVELOPMENT REVIEW BOARD SHALL DETERMINE THAT THE PROPOSED SIGN MEETS FOLLOWING STANDARDS AND DESIGN CRITERIA. *THE DEVELOPMENT REVIEW BOARD SHALL HAVE NO POWER TO REVIEW THE WORDS, SYMBOLS OR OTHER CONTENT OF THE MESSAGE USED ON THE SIGN.***

B. **SIGNS ALLOWED: SCENIC CORRIDOR MONUMENT SIGNS SHALL BE THE ONLY PERMANENT FREESTANDING SIGNS ALLOWED WITHIN OR BEHIND THE SCENIC CORRIDOR TO IDENTIFY THE FOLLOWING USES ON PARCELS OF 5 ACRES OR MORE THAT ARE LOCATED ADJACENT TO A GENERAL PLAN SCENIC CORRIDOR DESIGNATED STREET: MULTIPLE-TENANT COMMERCIAL BUILDINGS OR COMPLEXES, PUBLIC AND INSTITUTIONAL USES, SCHOOLS, CHURCHES AND PLACES OF WORSHIP, HOTELS AND RESORTS. IF A PROPERTY UTILIZES A SCENIC CORRIDOR MONUMENT SIGN THEN THAT PROPERTY SHALL NOT BE ALLOWED TOWER OR MID-SIZED MONUMENT SIGNS ANYWHERE ON THE PROPERTY.**

**ALL OTHER USES SHALL BE SUBJECT TO NON-ESL ZONED SCENIC CORRIDOR SIGN PROVISIONS  
TEMPORARY SIGNAGE MAY BE ALLOWED ACCORDANCE WITH  
SECTIONS 8.600-8.616.**

C. **NUMBER OF SIGNS:**

1. THERE SHALL BE ONLY ONE (1) SCENIC CORRIDOR MONUMENT SIGN PER DEVELOPMENT. HOWEVER, BUILDINGS OR COMPLEXES WITH A TOTAL FLOOR AREA OF 150,000 SQUARE FEET OR GREATER MAY HAVE A MAXIMUM OF TWO (2) SCENIC CORRIDOR MONUMENT SIGNS PER DEVELOPMENT.

D. PLACEMENT OF SIGNS:

1. SCENIC CORRIDOR MONUMENT SIGNS SHALL ONLY BE ALLOWED AT OR NEAR AN ENTRY DRIVE INTO THE SITE FROM A SCENIC CORRIDOR ROADWAY OR WITHIN A MEDIAN WITHIN SUCH AN ENTRY DRIVE.
2. SECTION 8.408.III. SHALL NOT APPLY TO SCENIC CORRIDOR MONUMENT SIGNS. SCENIC CORRIDOR MONUMENT SIGNS SHALL BE PLACED AT THE PROPERTY LINE AND LOCATED A MAXIMUM DISTANCE FROM THE EDGE OF THE ENTRY DRIVE CURB OF THREE (3) TIMES THE HEIGHT OF THE SIGN OR WITHIN AN ENTRY DRIVE MEDIAN. SIGN LOCATIONS SHALL BE CONSISTENT WITH INTERSECTION SIGHT DISTANCE AND TRAFFIC SAFETY TRIANGLE REQUIREMENTS WHICHEVER APPLIES TO THE SITE. IF A SIGN LOCATION SPECIFIED BY THIS SECTION WOULD CREATE A SIGHT DISTANCE OR SAFETY TRIANGLE HAZARD, THE SIGN LOCATION SHALL BE ADJUSTED THE MINIMUM AMOUNT NECESSARY TO PREVENT THE HAZARD FROM BEING CREATED.
3. SIGNS SHALL BE LOCATED WITH SENSITIVITY TO MINIMIZING NATIVE PLANT DISTURBANCE. IF NECESSARY, THEN NATIVE PLANTS MAY BE RELOCATED TO PROVIDE FOR SIGN VISIBILITY IF APPROVED BY THE DEVELOPMENT REVIEW BOARD.

E. SIGN SIZE:

1. THE MAXIMUM HEIGHT OF SCENIC CORRIDOR MONUMENT SIGNS SHALL BE FIVE (5) FEET INCLUDING A MINIMUM OF A ONE (1) FOOT BASE MEASURED FROM ADJACENT NATURAL GRADE OR CURB HEIGHT WHICHEVER IS GREATER, EXCEPT THAT FOR A MULTIPLE-TENANT COMMERCIAL COMPLEX WITH A TOTAL FLOOR AREA OF 150,000 SQUARE FEET OR GREATER AND WHERE ALL BUILDINGS ARE SETBACK A MINIMUM OF 150 FEET FROM THE PROPERTY LINE THEN TWO (2) ADDITIONAL FEET OF HEIGHT SHALL BE ALLOWED.
2. THE SIGN WIDTH SHALL NOT BE MORE THAN 10 FEET.
3. EMBELLISHMENTS BEYOND THE SIGN WIDTH, INCLUDING DESIGN FEATURES TO MEET THE CRITERIA LISTED BELOW, SHALL BE ALLOWED AS FOLLOWS:  
UP TO AN ADDITIONAL 4 FEET RESULTING IN A TOTAL OF FOURTEEN (14) FEET *WIDTH* FOR A 5 FOOT TALL SIGN; OR AN ADDITIONAL 6 FEET RESULTING IN A TOTAL OF SIXTEEN (16) FEET *WIDTH* FOR A 7 FOOT TALL SIGN, ONLY IF THE DEVELOPMENT REVIEW BOARD FINDS THAT THE

EMBELLISHMENTS CONTRIBUTE TO ENHANCEMENT OF THE SCENIC CORRIDOR AND ARE CONSISTENT WITH THE SCENIC CORRIDOR DESIGN GUIDELINES.

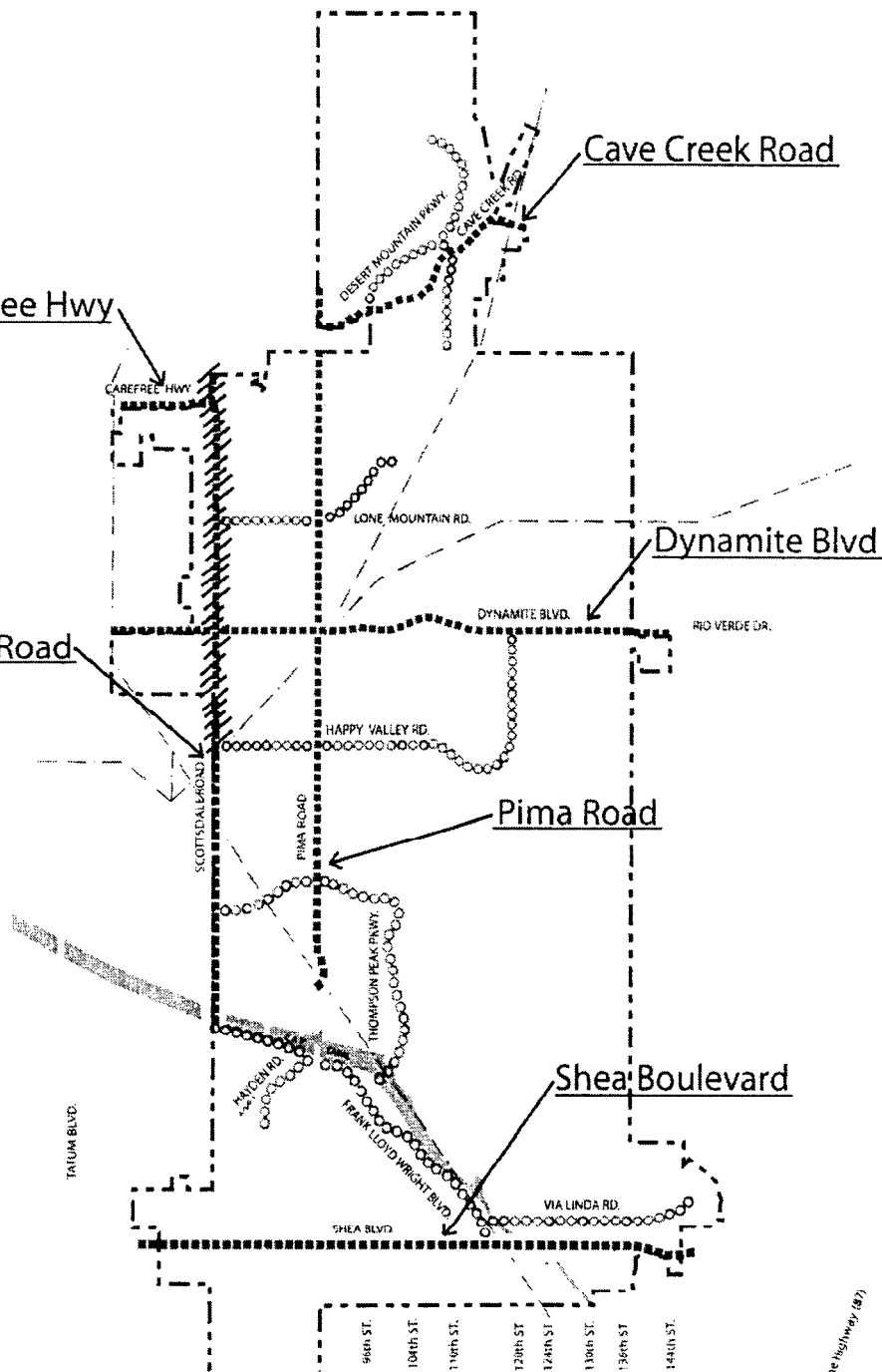
F. DESIGN CRITERIA

1. SIGNAGE SHALL COMPLEMENT AND BE COMPATIBLE WITH BOTH THE CHARACTER OF THE ROADWAY SEGMENT IN WHICH THE SCENIC CORRIDOR OCCURS AND THE SITE ARCHITECTURE.
2. PREDOMINANTLY NATURAL MATERIALS THAT REFLECT THE RURAL AND RUSTIC DESERT CHARACTER OF THE AREA, SUCH AS WOOD, ROCK, STONE, RUSTED OR OTHER DULL METAL FINISHES SHALL BE USED.
3. SIGNS SHALL INTEGRATE SHAPES AND DESIGN ELEMENTS HAVING IRREGULAR FORMS THAT APPEAR TO RESEMBLE THOSE OF NATURE. VARIATIONS IN HEIGHT, LENGTH, DEPTH, MATERIALS AND TEXTURES, AS WELL AS LANDSCAPING ELEMENTS, SHALL BE ENCOURAGED IN SIGNAGE TO CREATE A VARIED ELEVATION
4. HIGH CONTRAST SHALL BE EMPLOYED BETWEEN BACKGROUND AND COPY WITHIN THE DESIGNATED COPY AREA FOR IMPROVED READABILITY. COLOR PALETTES SHALL INCLUDE MUTED TONES THAT BLEND WITH THE SURROUNDING DESERT ENVIRONMENT, WHILE PROVIDING CONTRAST WITH ACCENT COLORS FOR READABILITY WITHIN THE DESIGNATED COPY AREA. COLORS SHALL NOT EXCEED ALIGHT REFLECTIVE VALUE (LRV) OF THIRTY-FIVE (35) PERCENT, EXCEPT THAT SIGN COPY MAY HAVE A HIGHER LIGHT REFLECTIVE VALUE (LRV) WHEN USED WITH A DARK BACKGROUND COLOR; NOR SHALL BACKGROUND COLORS EXCEED A VALUE OF SIX (6) AND A CHROMA OF SIX (6) AS INDICATED IN THE MUNSELL BOOK OF COLOR ON FILE IN THE PLANNING SYSTEMS DEPARTMENT.
5. *PERMITTED LIGHTS ON SIGNS. THE ONLY LIGHTS OR ILLUMINATION PERMITTED ON SIGNS SHALL BE REVERSE CHANNEL LETTER HALO ILLUMINATION, INTERNALLY ILLUMINATED LETTERS OR LOW LEVEL SIGNAGE INDIRECT LIGHTING, ALL DESIGNED TO CONTROL GLARE AND MUTE LIGHTING IMPACTS. LIGHT SOURCES SHALL BE SHIELDED FROM VIEW AND SHALL NOT ALLOW SPILLAGE BEYOND THE SIGNAGE. LANDSCAPING AND LANDSCAPE ACCENT LIGHTING SHALL BE INTEGRATED WITH SIGNAGE ELEMENTS TO CREATE FOCAL POINTS THAT ENHANCE THE EXISTING SENSE OF PLACE AND SHALL BE DIRECTED TOWARDS THE SIGN COPY AND PLACE-MAKING ELEMENTS (THE TEXTURES, PLANTS AND MATERIALS OF THE SIGN, NOT THE OVERALL SIGN).*
6. REVEGETATION/LANDSCAPING WITHIN THE MINIMUM NECESSARY DESIGNATED SIGN VISIBILITY CORRIDOR, AS APPROVED BY THE

DEVELOPMENT REVIEW BOARD, SHALL COMPLY WITH SEC. 6.1060.D.2.A. THROUGH F. OF THE ENVIRONMENTALLY SENSITIVE LANDS ORDINANCE, EXCEPT THAT CONSISTENCY SHALL BE REQUIRED WITH ONLY LOW-LEVEL PLANT SPECIES, WHICH SHALL BE ALLOWED TO BE MAINTAINED AT LOWER HEIGHTS WHERE TALLER PLANT SPECIES INTERFERE WITH SIGN VISIBILITY AND READABILITY. MATURE PLANTS AND TREES SHALL BE RELOCATED AS NECESSARY TO MAINTAIN NON-INTERFERING, LOW-LEVEL PLANT SPECIES AND SHALL BE UTILIZED AS APPROPRIATE TO PROVIDE AN ENHANCED NATIVE PLANT SETTING FOR THE SIGNAGE.

7. CABINET SIGNS FABRICATED OF ACRYLIC, PLEXIGLAS®, PLASTIC-FACED, OR INJECTION MOLDED PANELS WITH FIRST-SURFACE, SECOND-SURFACE APPLIED TRANSLUSCENT VINYLs, FILMS OR PAINTED GRAPHICS, AND/OR INTEGRALLY COLORED POLYCARBONATE MATERIALS THAT ARE INTERNALLY BACKLIGHTING THE WHOLE GRAPHICS AREA, ARE STRICTLY PROHIBITED.

JENNY LYNN  
 CIRCLE MOUNTAIN  
 HONDA ROW  
 ROCKAWAY HILLS  
 DESERT HILLS DR.  
 JOY RANCH RD.  
 STAGECOACH PASS  
 CAREFREE HWY.  
 DOVE VALLEY RD.  
 LONE MOUNTAIN RD.  
 DIXIELETA DR.  
 SCOTTSDALE RD.  
 HOMAX RD.  
 HAPPY VALLEY RD.  
 PINNACLE PEAK RD.  
 DIVER VALLEY RD.  
 BEARDSLEY RD.  
 UNION HILLS DR.  
 BELL RD./FRANK LLOYD  
 WRIGHT BLVD.  
 GREENWAY RD.  
 THUNDERBIRD RD.  
 CACTUS RD.  
 DOUBLE TREE RANCH RD.  
 MCCORMICK PKWY.



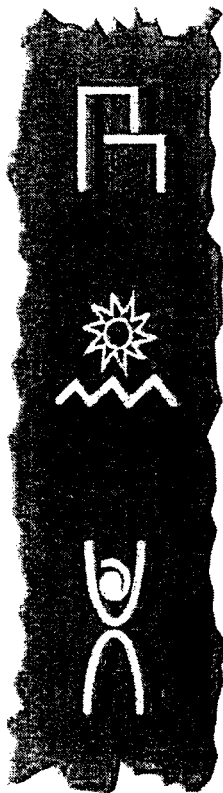
## Existing Scenic Corridor Map

Carefree Highway  
 Cave Creek Road (NE of Pima Rd.)  
 Dynamite Boulevard (E of 56th St.)  
 Pima Road (N of the 101)  
 Shea Boulevard  
 Scottsdale Road (N of Frank Lloyd Wright)

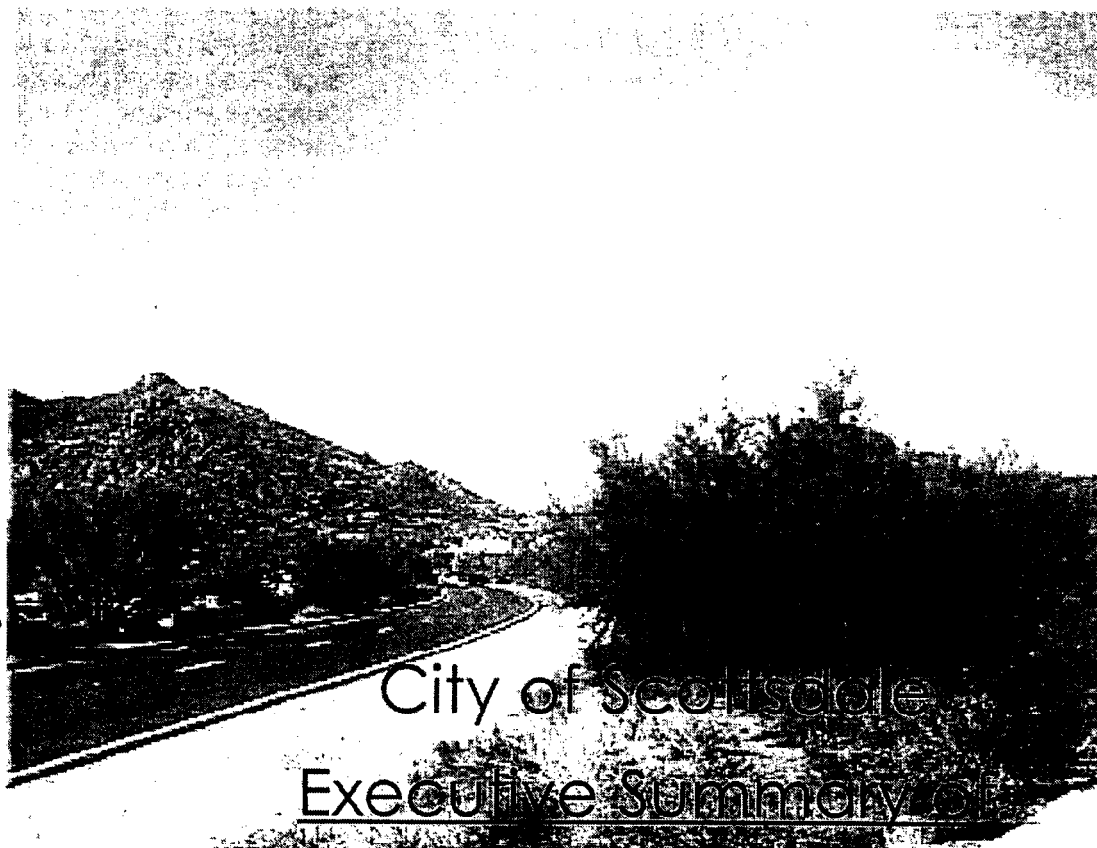
- Scenic Corridor
- Desert Foothills Scenic Drive
- Scenic Corridor
- Buffered Setbacks/Parkway
- Recommended Study Boundary of the McDowell Sonoran Preserve
- City Boundary

Locations depicted on this map are generalized.

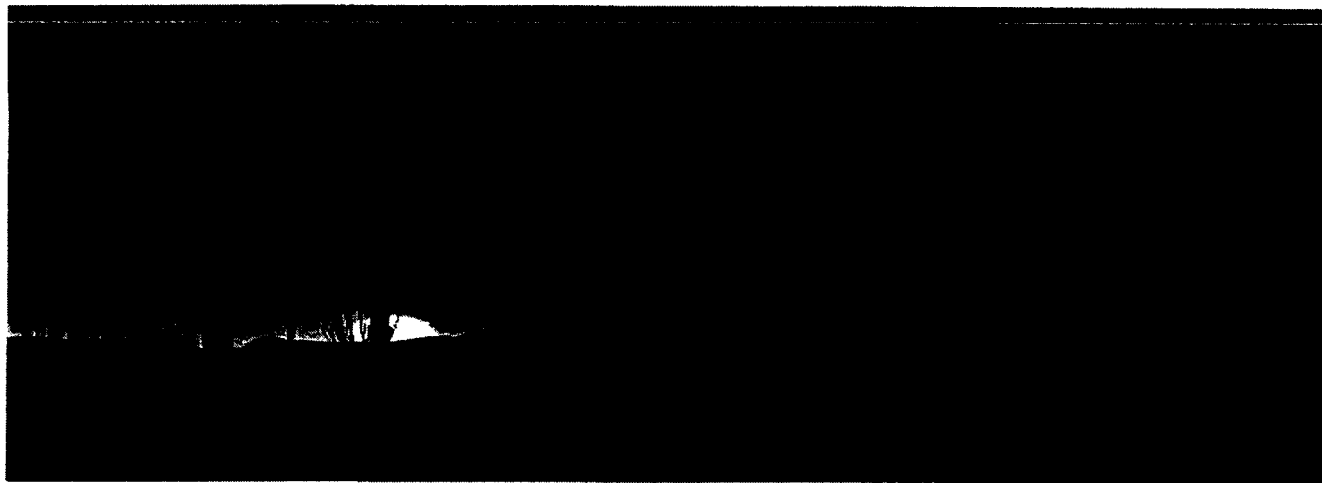




SCOTTSDALE  
SENSITIVE  
DESIGN  
PROGRAM



City of Scottsdale  
Executive Summary of  
**Scenic Corridor  
Design Guidelines**



ATTACHMENT #4

## Scenic Corridor Design Guidelines

### Executive Summary:

(see full guideline document for details and interpretations)

#### **What are Scenic Corridors?**

Scenic Corridors are major thoroughfares designated by the City's General Plan to have scenic desert landscape setbacks that provide a sense of openness for the community.

#### **Why does the City designate Scenic Corridors?**

Scenic Corridors are designated to:

- Preserve or encourage the restoration of the natural setting along the roadway
- Provide views of nearby landforms
- Allow for connectivity of non-vehicular travel buffered safely from vehicular traffic
- Visually link to vista corridors along major washes and other significant open space
- Buffer adjacent land uses from the adverse effects of traffic along a major roadway

#### **Where are the designated Scenic Corridors?**

1. **Carefree Highway** (west from Scottsdale Road to the City's western boundary — 2 miles)
2. **Cave Creek Road** (northeast of Pima Road to the City's northeast boundary — 3.5 miles)
3. **Dynamite Boulevard** (east from 56<sup>th</sup> Street to the City's eastern boundary — 10.5 miles)
4. **Pima Road** (north of the 101- Loop to Cave Creek Road — 11 miles)
5. **Scottsdale Road** (north from Frank Lloyd Wright to Carefree Highway — 11 miles)
6. **Shea Boulevard** (Pima Freeway east to the City's eastern boundary — 9 miles)

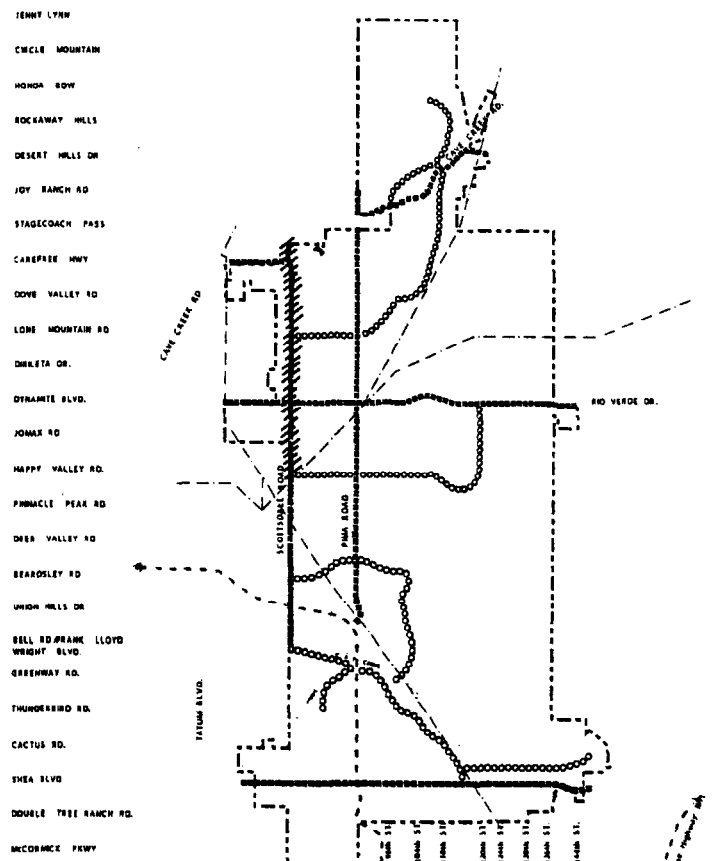
#### **What are the Scenic Corridor Design Guidelines?**

The *Scenic Corridor Design Guidelines* are policies, standards, details, and concepts that are to be used to establish the health, safety, welfare, quality, and character of physical improvements along roadways designated by the City of Scottsdale's General Plan. These policies create the basis for visual character within and along these major roadways with a particular emphasis on retaining and displaying the native desert and traditional southwest cultural heritage of the area.

## **Two Formats of the Scenic Corridor Design Guidelines:**

**1. General Overarching Guidelines:** The principle idea is to achieve minimum visual impact of the built environment on the natural desert setting. This concept is embodied in the *Scottsdale Sensitive Design Principles*.

**2. Specific Scenic Corridor Design Guidelines:** These design guidelines are more specific regarding the components of the scenic corridors; the right of way corridor, the scenic desert landscape setback, edges, and intersections. They provide guides for making planning and aesthetic decisions within each component.



Scenic Corridor Map



## Two Different Design Characters Along Scenic Corridors:

### 1. *Preservable/Rural/Low (to moderate)*

**Density Residential:** Certain portions (generally northern and eastern) of the corridors have historically remained in a rural, semi-native state, and are planned for lower density land use impacts such as single-family large lot residential. These areas include:

- i. Carefree Highway
- ii. Cave Creek Road
- iii. Scottsdale Road north of Happy Valley Road
- iv. Pima Road north of Deer Valley Road
- v. Shea Boulevard east of the CAP Canal
- vi. Dynamite Boulevard - inclusive (to date)

**The basic design guideline implementation strategy for these areas should be preservation or re-establishment of the natural organic setting**

### 2. *Compromised / High Activity /*

**Commercial:** Much of the desert plant materials in these areas are diminished or disfigured past the point of reasonable preservation efforts. Additionally, these areas may have or may be planned for higher impact land uses that will require substantial disturbance of the scenic setback areas. Examples of these areas include:

- i. Shea Boulevard west of the CAP Canal
- ii. Scottsdale Road south of Happy Valley
- iii. Pima Road south of Deer Valley

**The basic design guideline implementation strategies for these areas should be revegetation of native plant materials, reshaping of topography, and implementing more organized, structured suburban qualities of improvements.**

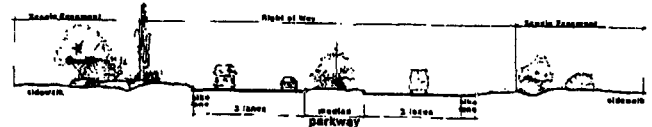


## **Specific Design Guidelines for the Components of Scenic Corridors:**

(Abbreviated version—see full design guidelines for more information)

### **Right of Way Cross-Section Model:**

- **Modified Parkway cross section** found in the City of Scottsdale's Design Standards & Policy Manual (DS & PM)



- **R.O.W. Width:** The planned ultimate width should be a minimum of 150' or a minimum of 75' each side of centerline. Exceptions: Cave Creek Road and Carefree Highway widths should be a minimum of 126' or a minimum of 63' each side of centerline.
- **Access** should be limited to half-mile and quarter-mile access points.
- **Median:** There should be a raised median of 24' in width.
- **Bicycle Lanes** should be provided for each direction at the outer pavement edge.
- **Pavement Edge & Clear Zone:**
  - Rural / Preservation Character:**
    - Rolled curb and gutter (integrally colored)
    - Graded recovery shoulder
    - Shrub and ground cover placed directly adjacent to the back of shoulder
    - Centers of trees, saguaro cacti, boulders, etc...14' from the back of curb
    - Street hardware placement- follow local interpretations of the *AASHTO Roadside Design Guide*
  - High activity / Commercial Character:**
    - Vertical curb and gutter (integrally colored)
    - Centers of shrubs and ground cover ½ diameter of the specific plant type behind the back of curb
    - Centers of trees, and Saguaro cacti placed no closer than 10' from the back of curb
    - Street hardware placement- follow local interpretations of the *AASHTO Roadside Design Guide*

- **Street Hardware Finish:** All new or replaced power poles, light poles, signal poles, mast arms, railings, grilles, and other street hardware should be finished to match one of the following:

- **Core-tin** steel, or

- Painted to match rusted metal, or
  - Steel finished to appear forged, hammered generally having a stained distressed or patina/antiqued appearance (Not painted black), or
  - Painted to match "Western Reserve" by Frazee 8716N, or
  - Other finish approved by the City of Scottsdale's Planning and Development General Manager

- **Exceptions:**

- Where a different color or finish has been approved by an existing streetscape plan, such as Shea Blvd.
    - Accent colors used for details as approved by the General Manager of Planning and Development.
  - **Utilities:** Underground preferred. All above ground should be finished as described in street hardware section above.

### **Scenic Desert Landscape Setback:**

- **Minimum Setback Width:** 100' minimum width measured from back of planned ultimate right of way (some exceptions may apply).
- Scenic Setback may be used as NAOS.
- Scenic Setback may be counted as required open space.
- **Development limited to:**
  - Revegetation
  - Non vehicular travel ways
  - Regional drainage structures
  - Limited cross-access
  - Limited signs (as allowed by ordinance)
- **Landscape:**

**Preservable/Rural Landscape Character:**  
Natural native desert pallet of trees, shrubs, and ground covers at densities matching surrounding undisturbed desert

**Compromised/High-Activity/Commercial Landscape Character:**  
Natural native desert (or regionally compatible) pallet of trees, shrubs and ground covers grouped and arranged to create interesting patterns, textures and other structured design forms

- **Multi-use Paths, Walks, & Trails:** Preferred location - in Scenic Desert Landscape Setback - gradual meandering alignment  
**Rural / Preservation Character:** combined use - 8' to 10' wide stabilized D.G.  
**High activity / Commercial Character:** 8' to 10' integral colored concrete with separate D.G. trail

- **Drainage Structures:**

- **Detention basins** should not be placed within the scenic landscape setback unless they are part of a regional drainage solution.
  - **Channels** should be rounded to blend with the natural form of the terrain, and should be built to recreate a natural arroyo or wash.
  - **Drainage Structures** should follow topography, and be constructed with materials possessing deep desert color tones and textures. Colors should be darker than the native soil.
  - **Retention walls** of channels should not be greater than 4' in height, or should be stepped in increments of less than 4'.
  - **All construction cuts** should be treated with desert varnish, and all channel edges should be revegetated.

- **Scenic Desert Landscape Setback Easement:**

- **Conveyed** to the City & recorded prior to improvement permit issuance
  - **General access easement right** included for non-motorized ingress & egress for setback area

### **Development Edges at Scenic Setback:**

- **Edge Development Forms:**

- Should be low, and built into the natural topography
  - Rigid, long straight forms parallel to the right of way are discouraged.
  - Horizontal and vertical movement of the forms along the development edge is encouraged.

- **Elements that might be found along this edge include:**

- Meandering low development wall
  - Single story structures with non-orthogonal orientation
  - Low understated development entry signs
  - Additional native desert landscape screens

- **Development Walls at the Edge of the Scenic Desert Landscape Setback:** The following is a list of preferable situations in terms of enhancing the meaningful visual open space:
  1. No visual fence barrier
  2. Individual lot site wall at development envelopes
  3. Low, non-orthogonal, organic development walls that follow the criteria listed below
  4. No walls should be in scenic setback

**Wall Alignment:**

- Gradually meander horizontally (ideally following topography changes).
- Long, straight, uninterrupted lengths discouraged.
- Move around large plant specimens or landform features.
- Should not cross wash channels

**Wall Height:**

- Designed so that they are perceived visually to be as low as possible
- Residential districts -no higher than 6' to 8' from grade at the street face
- Commercial districts -should not exceed 10' in height
- A wall/ berm combination may be used to achieve higher screening.
- Walls are encouraged to vertically roll with the topography.

**Material & Color:**

- Prefabricated interlocking pilaster type CMU or similar systems are strongly discouraged.
- CMU (non interlock system) finished with stucco and rounded edges, integral colored or painted split face CMU, adobe, and or native stonework are preferred materials for walls.
- Colors should be deep desert earth tones and should have a light reflectivity value (LRV) of not greater than 35%. Colors should blend with the natural desert setting.
- View fence and openings that allow wildlife passage are strongly encouraged.

**Regional Feature Crossings and Intersections:**

- **Washes** should be left in a natural state and open for wildlife egress and visual access. Visually and physically expand connections to *Vista Corridors*.
- **Intersection** development design should include:
  - Deep corner cut-off set backs
  - Interesting compositions of native desert landscape
  - Open corners that visually extend desert features and mountain vistas and or views to interior natural open space within a development
  - Heightened attention should be directed towards the organization, and screening or camouflaging of any utility riser or other built environment element.

**Closing Statements:**

The contents of this document are the result of a citizen driven effort to protect our natural desert beauty found along some of our communities most heavily traveled and historic roadways. The efforts have spanned over 4 decades. During that period rapid growth has greatly changed much of the original character of these corridors.

Today, this document hopes to provide a guide to retain what little is left and to re-establish what has been lost. This document is only a guide, it will still be up to our policy makers and citizens to put forth the willingness and effort needed to carry out the goals of keeping Scenic Corridors a part of Scottsdale's admirable character.



## Exceptions to Minimum Scenic Setback Width:

### a. Exceptions:

- i. Single family residential parcel or single family residential subdivisions: The 100' width may be calculated as a minimum average along the frontage if both of the following are met:
  1. The setback perimeter edge horizontally meanders in a gentle curvilinear fashion and the minimum setback is no less than 80' in width measured from the outside edge of the planned ultimate right of way.
  2. If any perimeter wall following the setback edge is no greater than 7'-4" in height at the street side face, measured from grade.
- ii. Single Family Residential Parcels not part of a subdivision and less than 10 acres in size: The 100' width may be calculated as a minimum average along the frontage of an individual single-family residential parcel if both of the following are met:
  1. The setback perimeter edge horizontally meanders in a gentle curvilinear fashion and the minimum setback is no less than 50' in width measured from the outside edge of the planned ultimate right of way. And the setback follows item iv. below.
  2. If any perimeter wall following the setback edge is no greater than 7'-4" in height at the street side face, measured from grade.
- iii. Single Family Residential Parcels not part of a subdivision and less than 5 acres in size: The Scenic Setback shall be designed on an individual basis, shall follow item iv. below, and should be no less than 50' in width measured from the outside edge of the planned ultimate right of way.
- iv. Parcels adjacent to parcels that have dedicated or have received City of Scottsdale approval (prior February 20, 2003) with a Scenic Desert Landscape Setback easement: that is a different width than 100'. In such cases the 100' minimum width may taper to the adjacent property's scenic setback. The taper should be made at a ratio of not greater than 1:3 (1-foot change in setback for each 3-feet parallel to street frontage).
- v. Parcels with any zoning approved prior to February 20, 2003 that stipulated a scenic corridor of a different minimum width.
- vi. Parcels that have specific formal approval by City Council or other setback widths through zoning or other formal City of Scottsdale approval or other formal City of Scottsdale approval.

## City of Scottsdale Scenic Corridor Design Guidelines

Mary Manross, Mayor  
Wayne Ecton      Ned O'Hearn  
Robert Littlefield      David Ortega  
Cynthia Lukas      Tom Silverman

### DEVELOPMENT REVIEW BOARD:

Wayne Ecton, Councilman  
Charles Lotzar, Commission Member      Raymond Potter, Vice Chairman  
E.L. Cortez, Design Member      Michael Schmitt, Design Member  
Anne Gale, Development Member      Mark Soder, Design Member

### PARTICIPATING COMMISSIONS:

Planning Commission  
Transportation Commission  
McDowell Sonoran Preserve Commission

CITIZEN INVOLVEMENT REPORT  
7-TA-2004

After a series of meetings with interested parties over a several month period, the application for a scenic corridor signage text amendment was filed on November 11, 2004. Because of the loss of the initial application and the delay in assigning the case, the initial open house meeting was held on January 17, 2005. The attached invitation letter was sent to interested parties and homeowners associations in the area. Approximately fifteen to twenty people attended the open house. Citizen input included comments on the use of natural materials for scenic corridor signage, colors, blending sign design with the character of the surrounding desert, and a higher level of design quality. Concern was expressed about the proposed height of the signage, and the consensus was that scenic corridor signage should be as close to the right-of-way and as low scale as possible for visibility.

A second open house meeting was held by the City in February, at which it was agreed to install another sample sign at the 5-foot height maximum with four feet of signage and a 1-foot base. Subsequent meetings have been held with interested parties and consensus reached on the majority of the provisions, with temporary and special event signage as well as maximum sign height still remaining concerns.

O:\INDEX\Donahue Scriber\Scottsdale and Ashler Hills\docs\Citizen Involvement Report 7-8-05.doc

**EARL, CURLEY & LAGARDE, P.C.**  
ATTORNEYS AT LAW

Telephone (602) 265-0094  
Fax (602) 265-2195

3101 North Central Avenue  
Suite 1000  
Phoenix, Arizona 85012

January 17, 2005

**Re: Scenic Corridor Signage Text Amendment**

Dear Interested Citizen:

We are writing on behalf of our client Donahue Schriber, developer of the Summit Safeway/Target Shopping Center at Scottsdale Road and Ashler Hills, to invite you to an open house to review a proposed text amendment to the Scottsdale Zoning Ordinance that would allow limited monument signage with specific design and landscaping criteria to be approved by the Development Review Board within the scenic corridor. Currently under the Ordinance, only very tall tower signs are allowed to encroach somewhat into the scenic corridor, and we have been meeting with interested citizens over the past several months to propose an acceptable alternative to the taller and more intrusive tower signage.

**OPEN HOUSE**

**Thursday, January 27, 2005**

**6:00 – 7:30 p.m.**

**La Mirada Community Center**

**(northeast corner of Pima and Pinnacle Peak)**

Our City of Scottsdale project coordinator Kira Wauwie can be reached at (480) 312-7061, [kwauwie@scottsdaleaz.gov](mailto:kwauwie@scottsdaleaz.gov). Information on the text amendment can be found on the City's website: [www.scottsdaleaz.gov](http://www.scottsdaleaz.gov). The case number is 7-TA-2004.

We hope you can join us for this open house. However, if you are unable to do so, please give me a call so that I can review our proposal with you.

Very truly yours,

Lynne A. Lagarde

LAL:lm

Cc: Charlie Hickcox  
Jan Martin  
Jamie Cowgill  
Kira Wauwie



# Please Sign In.

## Seonle Corridor Signage Text Amendment

April 6, 2005

La Mirada Park

PLEASE PRINT LEGIBLY -- AND IF AVAILABLE, PLEASE INCLUDE YOUR E-MAIL -- We will include your address on future communications related to this topic.

Name	Mailing address	City and Zip Code	E-Mail	Phone (optional)
Linda Whitehead	9681 E Chuckwagon	Scottsdale 85262	Whitehead@cox.net	
Graham Kettle	29651 NW 4th St	Scottsdale 85262	g.kettle@cox.net	
LYNNE LAGARDE	3101 N. CENTRAL AVE	PHX 85012	llagarde@cedlaw.com	265-0094
Jamie Cowgill	4634 N. 44th	PHX 85018		
Howard Myers	6631 E Hornedowl Tr.	Scottsdale 85262	howard.myers@sensar-tech.com	
Jean Martin	2750 S. Priest	Tempe 85282	jan.martin3@Safeaway.com	480-894-4201
Margaret Sharp			msharp@newszap.com	
EDIE SHANNON		SCOTT	SHANNONSF@AOL.COM	
Tim Montgomery	Scotts.		timmonty@phxcoxmail.com	
KATHERINE KELEKOLIO	1250 S. PRIEST PK	TEMPE 85282	katherine.kelekoli@safeway.com	
DIAN VAN WYK	1780 NORTHERN	PHX AZ	DVANWYK@DSL.G.COM	
CHARIE HICKCOX	"	"	CHICKCOX@DSL.G.COM	

## La Mirada Park

Costal Vaino 10040 E. Chassey Way No. 10040422 Phoenix Assoc. Inc.

## **SIGN ORDINANCE TEXT AMENDMENT 7-TA-2004**

### **Scenic Corridor Signage**

#### **(Issues of Concern and Differences with ~~Staff~~ Draft)**

- **Sign Types:** The ~~staff~~ draft allows various types of signs regulated by size, placement, etc. – the residents' proposal only allows monument signs within the Scenic Corridor set back
- **Applicable Developments:** The ~~staff~~ draft does not recognize the need for a similar requirement for residential developments – the residents' proposal includes single lot developments and residential subdivisions.
- **Size:** The ~~staff~~ draft allows signs up to 10 feet in height and up to 75 square feet – the residents' proposal provides for a maximum height of 4 feet and 56 square feet
- **Location:** The ~~staff~~ draft does not require signs to be in close proximity to an entry point at the main road – this is a key requirement of the residents' proposal to place the sign where it is most visible, effective and to minimize any detrimental effect on vegetation
- **Minimum information requirements:** The ~~staff~~ draft does not require an address or place name to be part of the information on the sign – the residents consider the requirement for an address and place name to be crucial pieces of information required to be on such a sign.
- **Special Events:** The ~~staff~~ draft does not recognize, or regulate, signs required for "Special Events" – the residents' proposal does

## SCENIC CORRIDOR SIGNAGE AMENDMENT

### Sec. 8.411. Scenic Corridor

The following conditions shall apply to the placement of signage within a scenic corridor:

- I. *Development Review Board approval:* The Development Review Board shall approve the permanent design and color scheme of all signs which are permitted within a scenic corridor. Signs shall be made of durable materials with muted color tones that are common to southwest architectural themes and are also compatible with the landscape character within a scenic corridor. Signs are encouraged to be as low scale and as close to the street right-of-way as feasible for driver visibility and for preservation of scenic corridor aesthetics. In approving signage within the scenic corridor, the Development Review Board shall take into consideration the design criteria below.
- II. *SCENIC CORRIDOR DESIGN CRITERIA:*
  - A. GENERAL CRITERIA
    1. ALL SCENIC CORRIDOR SIGNAGE SHALL COMPLEMENT AND DEMONSTRATE COMPATIBILITY WITH BOTH THE CHARACTER OF THE ROADWAY SEGMENT IN WHICH THE SCENIC CORRIDOR OCCURS AND THE SITE ARCHITECTURE.
    2. HIGH CONTRAST SHALL BE EMPLOYED BETWEEN BACKGROUND AND COPY FOR IMPROVED READABILITY WITHIN THE DESIGNATED COPY AREA.
    3. LANDSCAPING AND LANDSCAPE ACCENT LIGHTING SHALL BE INTEGRATED WITH SIGNAGE ELEMENTS TO CREATE FOCAL POINTS THAT ENHANCE THE EXISTING SENSE OF PLACE.
    4. VARIATIONS IN HEIGHT, LENGTH, DEPTH, MATERIALS AND TEXTURES AS WELL AS LANDSCAPING ELEMENTS, SHALL BE INCORPORATED IN SIGNAGE TO CREATE AN ARTICULATED ELEVATION.
    5. THE STREET ADDRESS SHALL BE INCLUDED ON THE SIGN.
  - B. ESLO OVERLAY CRITERIA
    1. PREDOMINANTLY NATURAL MATERIALS THAT REFLECT THE RURAL AND RUSTIC DESERT CHARACTER OF THE AREA, SUCH AS WOOD, ROCK, STONE, RUSTED OR OTHER DULL METAL FINISHES SHALL BE USED.
    2. SIGNS SHALL INTEGRATE ORGANIC SHAPES AND DESIGN ELEMENTS.
    3. COLOR PALETTES SHALL INCLUDE MUTED TONES THAT BLEND WITH THE SURROUNDING DESERT ENVIRONMENT, WHILE PROVIDING CONTRAST WITH ACCENT COLORS FOR READABILITY WITHIN THE DESIGNATED COPY AREA. COLORS SHALL NOT EXCEED AN LRV OF THIRTY-FIVE (35) PERCENT, EXCEPT THAT SIGN COPY MAY BE WHITE OR HAVE A HIGHER LRV WHEN USED WITH A DARK BACKGROUND COLOR; NOR SHALL BACKGROUND COLORS EXCEED A VALUE OF SIX (6) AND A CHROMA OF SIX (6) AS INDICATED IN THE *MUNSELL BOOK OF COLOR* ON FILE IN THE PLANNING SYSTEMS DEPARTMENT.

4. ONLY REVERSE CHANNEL LETTER HALO ILLUMINATION, INTERNALLY ILLUMINATED LETTERS OR LOW LEVEL SIGNAGE SPOT LIGHTING, ALL DESIGNED TO CONTROL GLARE AND MUTE LIGHTING IMPACTS SHALL BE USED. LIGHT SOURCES SHALL BE SHIELDED FROM VIEW AND SHALL NOT ALLOW SPILLAGE BEYOND THE SIGNAGE.
  5. CABINET SIGNS FABRICATED OF ACRYLIC, PLEXIGLAS®, PLASTIC-FACED, OR INJECTION MOLDED PANELS WITH FIRST-SURFACE, SECOND-SURFACE APPLIED TRANSLUSCENT VINYLs, FILMS OR PAINTED GRAPHICS, AND/OR INTEGRALLY COLORED POLYCARBONATE MATERIALS THAT ARE INTERNALLY BACKLIGHTING THE WHOLE GRAPHICS AREA, ARE STRICTLY PROHIBITED.
- III. *SIGNS ALLOWED:* ONLY GROUND SIGNS, MONUMENT OR MID-SIZE MONUMENT SIGNS AND DIRECTIONAL SIGNS SHALL BE ALLOWED WITHIN THE SCENIC CORRIDOR. TEMPORARY SIGNS FOR RESIDENTIAL DEVELOPMENTS SHALL BE ALLOWED SUBJECT TO A MAXIMUM HEIGHT OF FOUR (4) FEET AND A MAXIMUM AREA OF TWENTY-FOUR SQUARE FEET.
- IV. *GROUND, MONUMENT AND MID-SIZE MONUMENT SIGN PLACEMENT:* GROUND SIGNS, MONUMENT AND MID-SIZE MONUMENT SIGNS WITHIN THE SCENIC CORRIDOR SHALL BE LOCATED GENERALLY IN PROXIMITY TO ENTRY DRIVEWAYS TO AID DRIVERS IN IDENTIFYING ACCESS TO THE DEVELOPMENT, WITH SENSITIVITY TO MINIMIZING NATIVE PLANT DISTURBANCE.
- V. *SIGN HEIGHT, MAXIMUM AREA AND SETBACK:* THE MAXIMUM HEIGHT, AREA AND SETBACK OF GROUND, MONUMENT AND MID-SIZE MONUMENT SIGNS WITHIN THE SCENIC CORRIDOR SHALL BE DETERMINED IN RELATION TO SIZE OF DEVELOPMENT, SCENIC CORRIDOR WIDTH AND BUILDING SETBACK IN ACCORDANCE WITH THE SCENIC CORRIDOR SIGNAGE SCHEDULE ON THE FOLLOWING PAGE.
- VI. *REVEGETATION/LANDSCAPING.* REVEGETATION/LANDSCAPING WITHIN THE MINIMUM NECESSARY DESIGNATED SIGN VISIBILITY CORRIDOR, AS APPROVED BY THE DEVELOPMENT REVIEW BOARD, SHALL COMPLY WITH SEC. 6.1060.D.2.A.-F. OF THE ENVIRONMENTALLY SENSITIVE LANDS ORDINANCE, EXCEPT THAT CONSISTENCY SHALL BE REQUIRED WITH ONLY LOW-LEVEL PLANT SPECIES, WHICH SHALL BE ALLOWED TO BE MAINTAINED AT LOWER HEIGHTS WHERE TALLER PLANT SPECIES INTERFERE WITH SIGN VISIBILITY AND READABILITY. MATURE PLANTS AND TREES SHALL BE UTILIZED AS APPROPRIATE TO PROVIDE AN ENHANCED NATIVE PLANT SETTING FOR THE SIGNAGE.

# SCENIC CORRIDOR SIGNAGE SCHEDULE

Size of Development	Scenic Corridor Width		Building Setback	
	0 - 50' feet	50 - 100' feet	100 feet	120 feet or Greater
Public, institutional, school and church uses; single user or multiple-tenant commercial buildings up to 30,000 sf	One (1) ground or monument sign, a maximum of five (5) feet in height, with a maximum area of twenty-four (24) sf, set back ten (10) feet from the property line	One (1) ground or monument sign, a maximum of five (5) feet in height, with a maximum area of twenty-four (24) sf, set back ten (10) feet from the property line	One (1) ground or monument sign, a maximum of five (5) feet in height, with a maximum area of twenty-four (24) sf, set back ten (10) feet from the property line	One (1) ground or monument sign, a maximum of five (5) feet in height, with a maximum area of twenty-four (24) sf, set back ten (10) feet from the property line
Single user or multiple-tenant commercial buildings 30,000 – 60,000 sf	One (1) ground or monument sign, a maximum of five (5) feet in height, with a maximum area of twenty-four (24) sf, set back ten (10) feet from the property line	One (1) mid-size monument sign, a maximum of six (6) feet in height, with a maximum area of forty (40) sf, set back ten (10) feet from the property line	One (1) mid-size monument sign, a maximum of six (6) feet in height, with a maximum area of forty (40) sf, set back ten (10) feet from the property line	One (1) mid-size monument sign, a maximum of six (6) feet in height, with a maximum area of forty (40) sf, set back ten (10) feet from the property line
Single user or multiple-tenant buildings 60,000 – 100,000 sf	One (1) mid-size monument sign, a maximum of six (6) feet in height, with a maximum area of forty (40) sf, set back ten (10) feet from the property line	One (1) mid-size monument sign, a maximum of eight (8) feet in height, with a maximum area of sixty (60) sf, set back twenty (20) feet from the property line	One (1) mid-size monument sign, a maximum of eight (8) feet in height, with a maximum area of sixty (60) sf, set back twenty (20) feet from the property line	Two (2) mid-size monument signs, a maximum of eight (8) feet in height, with a maximum area of sixty (60) sf each, set back twenty (20) feet from the property line with a minimum separation of 150 feet
Single user or multiple-tenant commercial buildings over 100,000 sf	One (1) mid-size monument sign, a maximum of eight (8) feet in height, with a maximum area of sixty (60) sf, set back twenty (20) feet from the property line	Two (2) mid-size monument signs, a maximum of eight (8) feet in height, with a maximum area of sixty (60) sf each, set back twenty (20) feet from the property line with a minimum separation of 150 feet	Two (2) mid-size monument signs, a maximum of eight (8) feet in height, with a maximum area of sixty (60) sf each, set back twenty (20) feet from the property line with a minimum separation of 150 feet	Two (2) mid-size monument signs, a maximum of ten (10) feet in height, with a maximum area of seventy-five (75) sf each, set back thirty (30) feet from the property line with a minimum separation of 150 feet

NOTE: All monument and mid-size monument cabinet/panel dimensions and landscaped setting requirements apply per subsequent Code sections.

# MOTORIST LEGIBILITY ANALYSIS

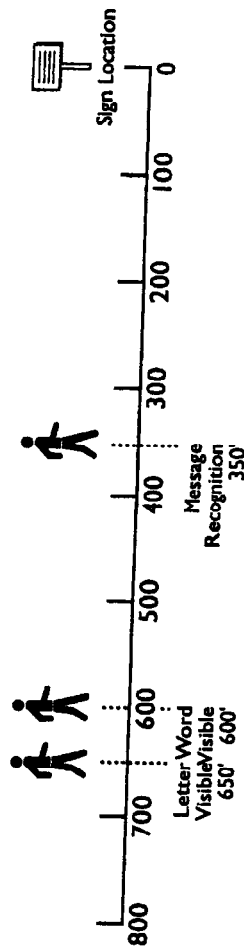
Number of Lanes	Speed	Reaction Time	Distance Travelled During Reaction Time	Letter Height	Min. Square Footage Commercial/ Industrial	Min. Square Footage Residential/Institutional/ Industrial
2	15	8	176	4	8	6
	30		352	7	25	18
	45		528	10	50	36
	55		704	14	100	70
4	15	10	220	4	8	6
	30		440	9	40	28
	45		660	13	90	64
	55		880	17	150	106
6	15	11	242	5	13	10
	30		484	9	140	28
	45		726	14	100	70
	55		968	19	190	134
Fwy	55	12	1056	21	230	162



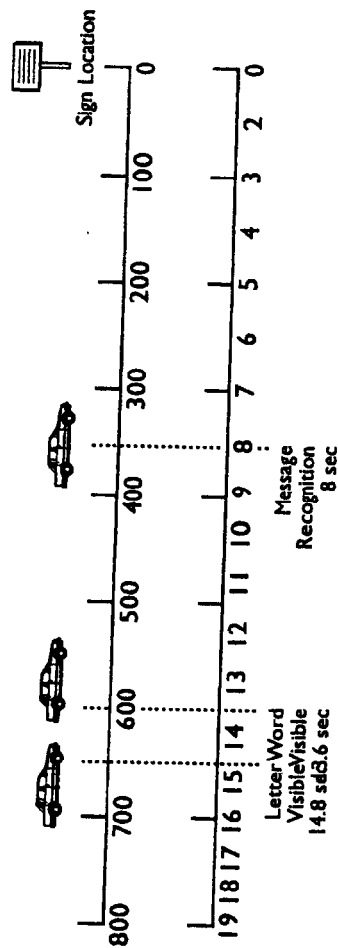
**J R C D E S I G N**

# SIGN VISIBILITY FOR 10" BLACK BLOCK LETTERS ON WHITE BACKGROUND

WALKING DOWN THE STREET

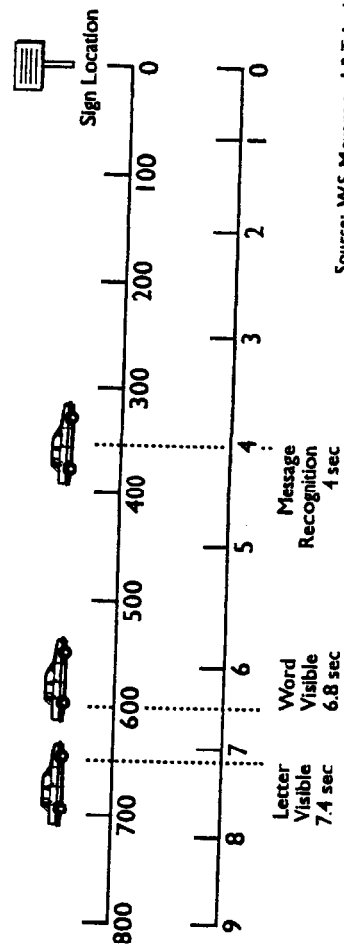


DRIVING AT 30 MILES PER HOUR (44' PER SECOND)

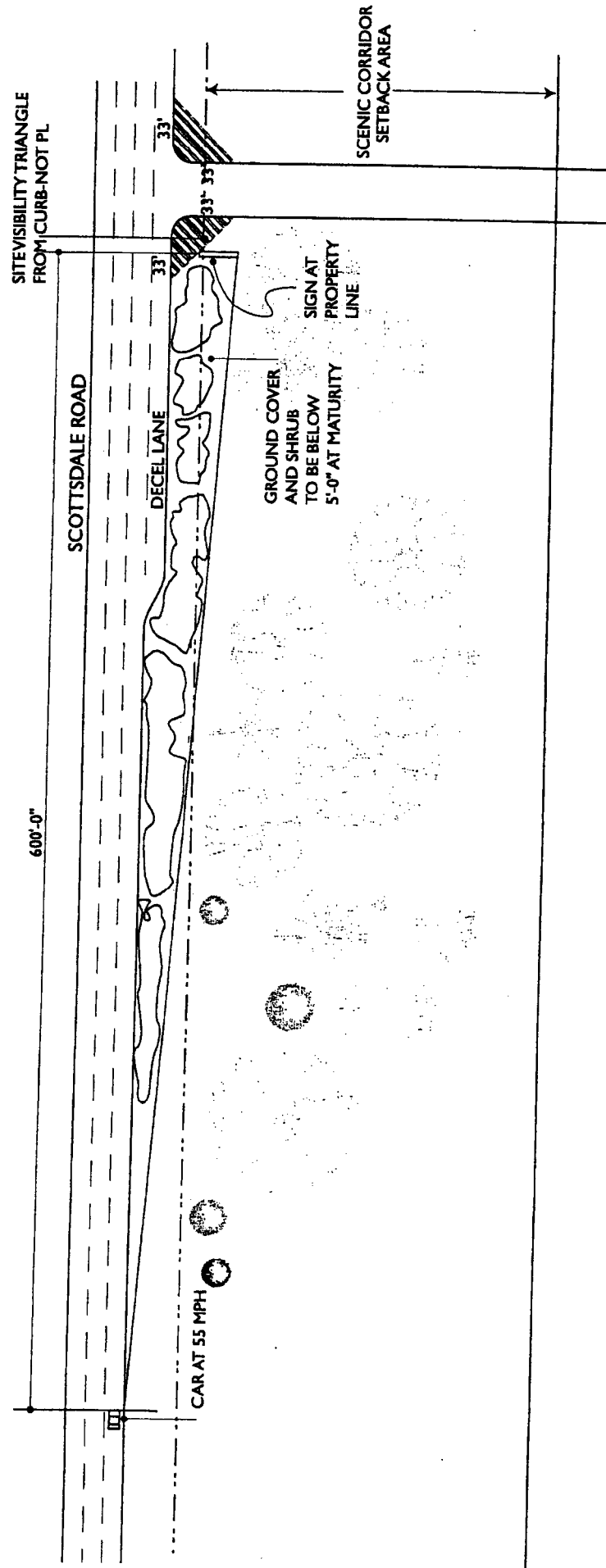


5280 x mph / 3600 (seconds per hour) = ft per second

DRIVING AT 60 MILES PER HOUR (88' PER SECOND)







## Sign Blocking Scenarios (Schematic)

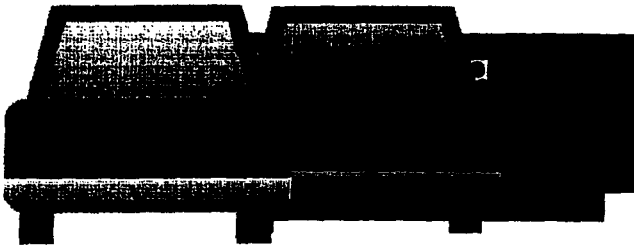
Pennsylvania  
State  
University

Typical  
Low Mounted  
Ground Sign

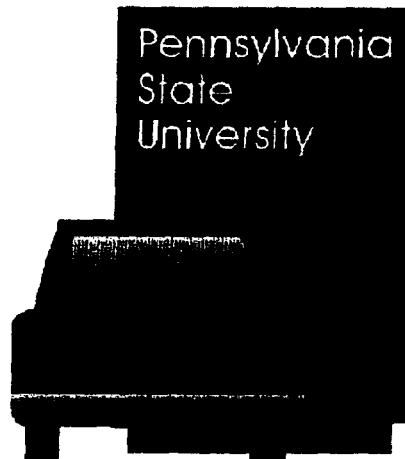
Single Lane  
View  
Blocking

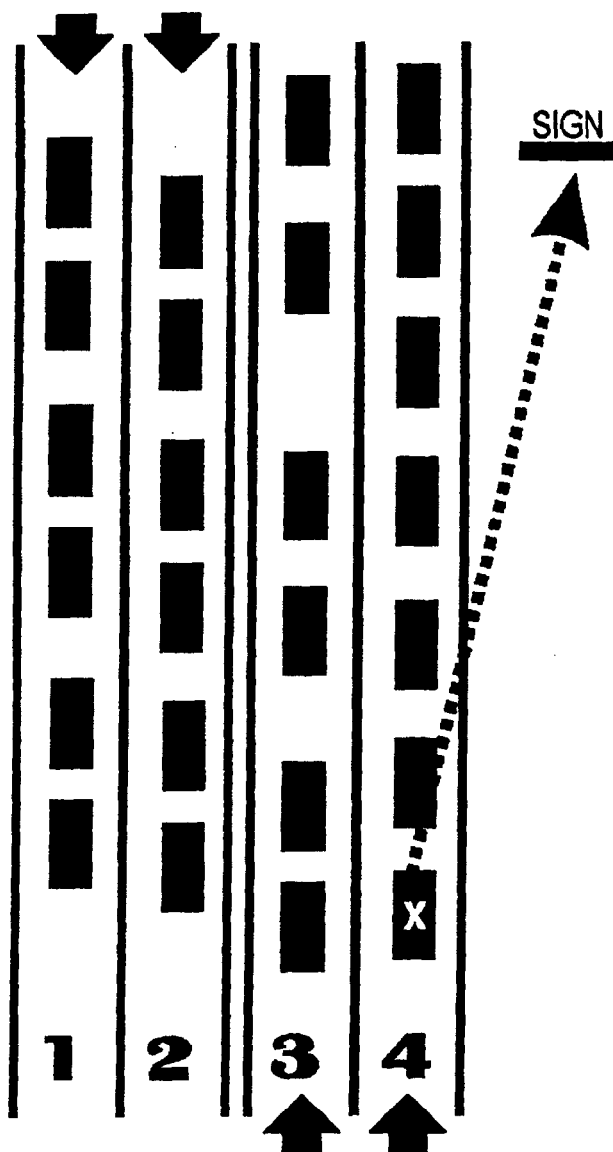


Two Lane  
View  
Blocking



Visibility  
Solution:  
Maintain Sign  
Design Style  
Raise Copy  
To Viewable Height





## Chart E

(Schematic)

Speed of Travel

**45 mph**

Subject Vehicle - Lane 4

Sign on Right

Tables indicate percent of time sign is blocked from view of subject vehicle depending on Flow Rate and sign setback.

Flow Rate represents the number of vehicles traveling in both lanes in one direction for a period of one hour.

### Sign Setback at 10 Feet

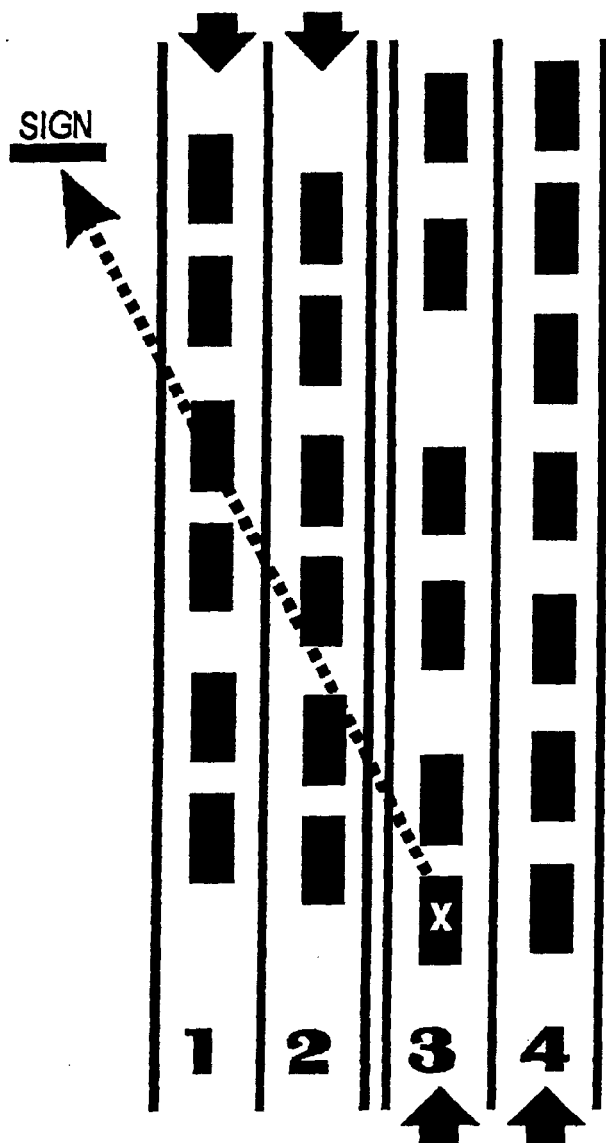
Flow Rate      % Blocking

200 .....	9
400 .....	17
600 .....	24
800 .....	31
1000 .....	37
1200 .....	42

### Sign Setback at 20 Feet

Flow Rate      % Blocking

200 .....	6
400 .....	12
600 .....	17
800 .....	23
1000 .....	27
1200 .....	32



## Chart G

(Schematic)

Speed of Travel

**45 mph**

Subject Vehicle - Lane 3

Sign on Left

Tables indicate percent of time sign is blocked from view of subject vehicle depending on Flow Rate and sign setback.

Flow Rate represents the number of vehicles traveling in both lanes in one direction for a period of one hour.

### Sign Setback at 10 Feet

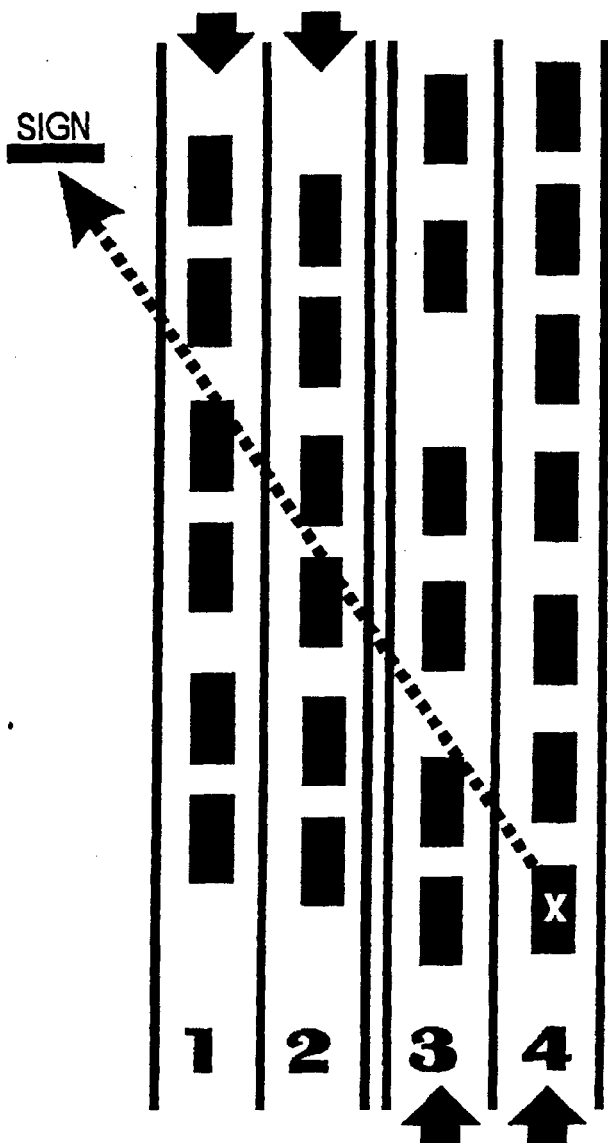
Flow Rate    % Blocking

200 .....	19
400 .....	34
600 .....	46
800 .....	56
1000 .....	64
1200 .....	70

### Sign Setback at 20 Feet

Flow Rate    % Blocking

200 .....	16
400 .....	29
600 .....	40
800 .....	49
1000 .....	57
1200 .....	63



## Chart H

(Schematic)

Speed of Travel

**45 mph**

Subject Vehicle - Lane 4

Sign on Left

Tables indicate percent of time sign is blocked from view of subject vehicle depending on Flow Rate and sign setback.

Flow Rate represents the number of vehicles traveling in both lanes in one direction for a period of one hour.

### Sign Setback at 10 Feet

Flow Rate      % Blocking

200 ..... 22

400 ..... 39

600 ..... 52

800 ..... 63

1000 ..... 71

1200 ..... 77

### Sign Setback at 20 Feet

Flow Rate      % Blocking

200 ..... 19

400 ..... 34

600 ..... 47

800 ..... 57

1000 ..... 65

1200 ..... 71

## Scenic Corridor Signs Review – Signs Currently Allowed

<b>Sign Feature / Type of Use</b>	<b>Ground Signs</b>	<b>Monument Signs</b>	<b>Tower Signs</b>	<b>Other Types of Signs Allowed</b>
<b>Individually Mounted Letters</b>	<b>Required</b>	<b>Allowed</b>	<b>Allowed</b>	
<b>Cabinet or Sign Panel</b>	<b>Not Allowed</b>	<b>Allowed</b>	<b>Allowed</b>	
<b>Maximum Height</b>				
a. Individual Businesses, Schools and Churches,	5 feet	5 feet	Not Allowed	
b. Hotels and Small Retail Centers	5 feet	5 feet / 8 feet (mid-sized)	15 feet	
c. Medium Retail Centers	5 feet	5 feet / 10 feet (mid-sized)	20 feet	
d. Large Retail Centers	5 feet	5 feet / 12 feet (mid-sized)	25 feet	
<b>Maximum Sign Area</b>				
a. Individual Businesses, Schools and Churches	12 square feet	24 square feet	Not Allowed	
b. Hotels and Small Retail Centers	12 square feet	24 square feet / 60 square feet (mid-sized)	50 square feet	
c. Medium Retail Centers	12 square feet	24 square feet / 75 square feet (mid-sized)	75 square feet	
d. Large Retail Centers	12 square feet	24 square feet / 120 square feet (mid-sized)	120 square feet	
<b>Setback</b>	<b>NA</b>	<b>NA / 10 feet (mid-sized)</b>	<b>NA</b>	
<b>Individual Businesses</b>	<b>Yes</b>	<b>Yes</b>	<b>No</b>	
<b>Schools and Churches</b>	<b>Yes</b>	<b>Yes</b>	<b>No</b>	
<b>Residential</b>	<b>Yes</b>	<b>No</b>	<b>No</b>	<b>Residential</b>

Subdivisions				Entryway Signs
Hotels in R-4R	Yes	No	No	
Hotels in R-5/ C-2/etc. districts	No	Yes (+ mid-sized)	Yes	
Retail Shopping Centers	Yes	Yes (+ mid-sized)	Yes	Landscape Wall Signs

### Scenic Corridor Segments and Land Uses

Corridor	Distance	Retail Centers	Business Centers	Hotels	Churches	Schools
<u>Shea Blvd.</u> (Pima to 144 <sup>th</sup> )	7 miles	3	9	3	3	0
<u>Dynamite Blvd.</u> (56 <sup>th</sup> St. to 136 <sup>th</sup> St.)	10 miles	2	0	1	3	0
<u>Carefree Highway</u> (56 <sup>th</sup> St. to Scottsdale Road)	2 miles	2	1	0	0	1
<u>Cave Creek Road</u> (94 <sup>th</sup> St. to Bartlett Lake Road)	2 miles	0	2	0	0	0
<u>Scottsdale Road</u> (Frank Lloyd Wright Blvd to Carefree)	12 miles	10	11	3	5	1
<u>Pima Road</u> (101 Freeway to Stagecoach Pass Road)	11 miles	8	7	0	3	0
<b>Totals</b>	<b>44 miles</b>	<b>25</b>	<b>30</b>	<b>7</b>	<b>14</b>	<b>2</b>

**Main****Recent Articles  
and Publications****Important Email  
Addresses and  
Links****What's Going On  
Right Now?****What Have We  
Done?****How Can You  
Help?****Events and  
Notices****Adopt-a-Road /  
Clean & Scenic  
Information****Publicline  
Revegetation****Privateline  
Revegetation****Efforts on  
Scottsdale Road****Stagecoach Pass  
Pipeline Impact****Scenic Views  
Before And After  
The Pipeline****Construction  
Photos 2002**

# WELCOME TO SCENICPIMAROAD.COM 'Window To The Preserve'

TAKE  
ONE +  
LOG-ON

## A Web Site Devoted To The Pima Road Scenic Corridor In Scottsdale, Arizona

The purpose of the ScenicPimaRoad.com website is to protect the unique and pristine view corridor along Pima Road from the 101 Freeway to Carefree, AZ. The Phoenix metro area has experienced significant growth in the past two decades and nearly all previous scenic corridors in Maricopa County have been destroyed. Arguably, the north Pima Road Scenic Corridor is the last remaining vestige of the pristine Sonoran Desert in the Valley of The Sun.

The Volunteers@ScenicPimaRoad.com want visitors and residents to observe the very rapid changes taking place to the natural landscape along this special scenic corridor.

The most pressing concern with the Pima Road Scenic Corridor is the near-term threat of complete development along this rare view corridor, a scenic roadway which sets Scottsdale apart from Anytown, USA in the eyes of our valued visitors from adjacent communities and tourists from all corners of the world. The previous 19-month water pipeline installation project along 10 miles of this roadway had temporarily stalled our efforts to retain the scenic qualities of the roadway, but close interaction with the City of Scottsdale produced an acceptable restoration of the Scenic Pima Road, though portions will never return to their original splendor (click link Scenic Views Before And After The Pipeline).



The lands immediately east of Pima Road are a huge component of the area already targeted for the City's expanded 16,600-acre McDowell Sonoran Preserve. Therefore, the Pima Road Scenic Corridor must continue to serve as a 'Window to the Preserve' for future generations. The future preservation of the entire Scenic Pima Corridor is linked to your efforts and personal initiatives to ensure that the very latest voter-mandated expanded retail tax and bond measures (approved by Scottsdale voters in May 2004) are used expeditiously to accelerate the acquisition of those unscathed stretches of State Trust Land, which comprise much of the 16,600 acres already identified for expanded desert preservation. Furthermore, the Scenic Pima Corridor alone represents the bulk of what is typically viewed while one travels along this desert coastline. Try to imagine what Pima Road would look like if this natural stretch of desert, the 'Window to the Preserve', succumbed one day soon to the bulldozer.

Much of the open State Trust Land facing the greatest threat of near-term development borders the east side of Pima Road from approximately Jomax Road northward to Stagecoach Pass.

Fortunately, informed voters wisely supported the City's forward-thinking expanded preserve acquisition plans with Scottsdale's newly-approved preserve tax and bond measures. As a result, today's residents and visitors, along with generations of people to follow, will be able to marvel at these rare virgin areas of high Sonoran Desert in a Valley of that appears to favor unstoppable growth.

There are five issues that need to be addressed by the City to maintain the unique character of the Scenic Pima Road. Click on links for more information:

- Previous Re-vegetation Process Following New Water Pipeline Installation
- Scottsdale's 16,600 Acre Expanded Preserve and Effect on Scenic Pima Road
- Growing Trash Accumulation on Pima Road
- An Excess of Commercial Signs
- The City's Commitment to Restoration and Maintenance of Scenic Pima Road

<http://www.scenicpimaroad.com>



## Wauwie, Kira

---

**From:** ira7@cox.net  
**Sent:** Wednesday, June 22, 2005 7:40 AM  
**To:** Wauwie, Kira  
**Subject:** 7-TA-2004 - Scenic Corridor Signage Text Amendment

When driving through Scottsdale my wife and I are finding that there are fewer and fewer locations where the beautiful, scenic view of the desert can be enjoyed. Even though the scenic corridor along north Scottsdale road has been somewhat compromised over the last several years by the considerable building that has taken place, it remains one of the few areas where the sight of the desert might still be enjoyed. While we can understand the desire of businesses to highlight their locations, at some point a line has to be drawn between commercialization of the desert and preservation of some iota of Scottsdale's heritage that many of us believe in and continue to enjoy.

Please reject the proposed amendment.

Robert and Diane Lloyd  
480-563-8644  
ira7@cox.net

This message was feedback from the following web page:  
<http://eservices.scottsdaleaz.gov/cases/casesheet.aspx?caseid=28652>  
6/22/2005 7:39:55 AM

70.176.33.31 Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1)  
sessionID: 0



## ***Coalition Of Pinnacle Peak, Inc.***

8912 East Pinnacle Peak Road, PAB 375 • Scottsdale, AZ 85255

email: [COPPeak@copppeak.org](mailto:COPPeak@copppeak.org)

website: [www.COPPeak.org](http://www.COPPeak.org)

June 16, 2005

### **FOR THE PUBLIC RECORD**

Planning Commission  
7447 E. Indian School  
Scottsdale, AZ 85251

Re: Scenic Corridor Sign Ordinance Text Amendments 7-TA-2005

Dear Commissioners:

We, along with representatives of the Friends of the Scenic Drive, Howard Myers, have made several attempts to reconcile the applicant's proposed amendments with what we believe are the views of the residents who will be directly affected by the requested changes. We have been unsuccessful and were surprised to see that the staff has scheduled the proposed amendments for a hearing on June 29<sup>th</sup>.

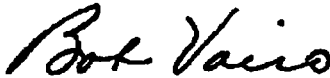
We are fundamentally apart on these issues:

- Size of the monument sign – the proposal would allow an increase in height and square footage if the sign is placed in a 100 foot or greater setback. We believe monument signs should be as near as possible to the entrance for maximum visibility that would permit a smaller sign not exceeding 5 feet high and 10 feet in width.
- We believe a use matrix that we suggested would provide greater understanding and controls for different users – this was eliminated.
- The proposal only addresses large commercial developments, therefore it does not take care of smaller ones that also need some sort of identification, sign or address marker, such as churches, subdivisions, schools, adult care homes, etc. These land uses should be included in the amendment, as we recommended.
- The proposal allows developer's directional signs in the Scenic Corridor – we believe such signs should not be allowed in the Scenic Corridor.
- The proposal does not deal with special event signs – we think it should provide guidance and controls over these signs in the Scenic Corridor.

We met with the applicant's representative (Lynne Lagarde) and representatives of Target and Safeway who are the primary interests in establishing a sign amendment. We expressly said that we wanted Target and Safeway to succeed at their stores on Scottsdale Road north of Lone Mountain, for their benefit as well as the residents in the area. We had an extensive and, we thought, productive meeting with them. We believed that we reached a mutual agreement on these issues, but apparently things have changed. You may want to get a copy of the meeting notes to provide you with the details of our meeting.

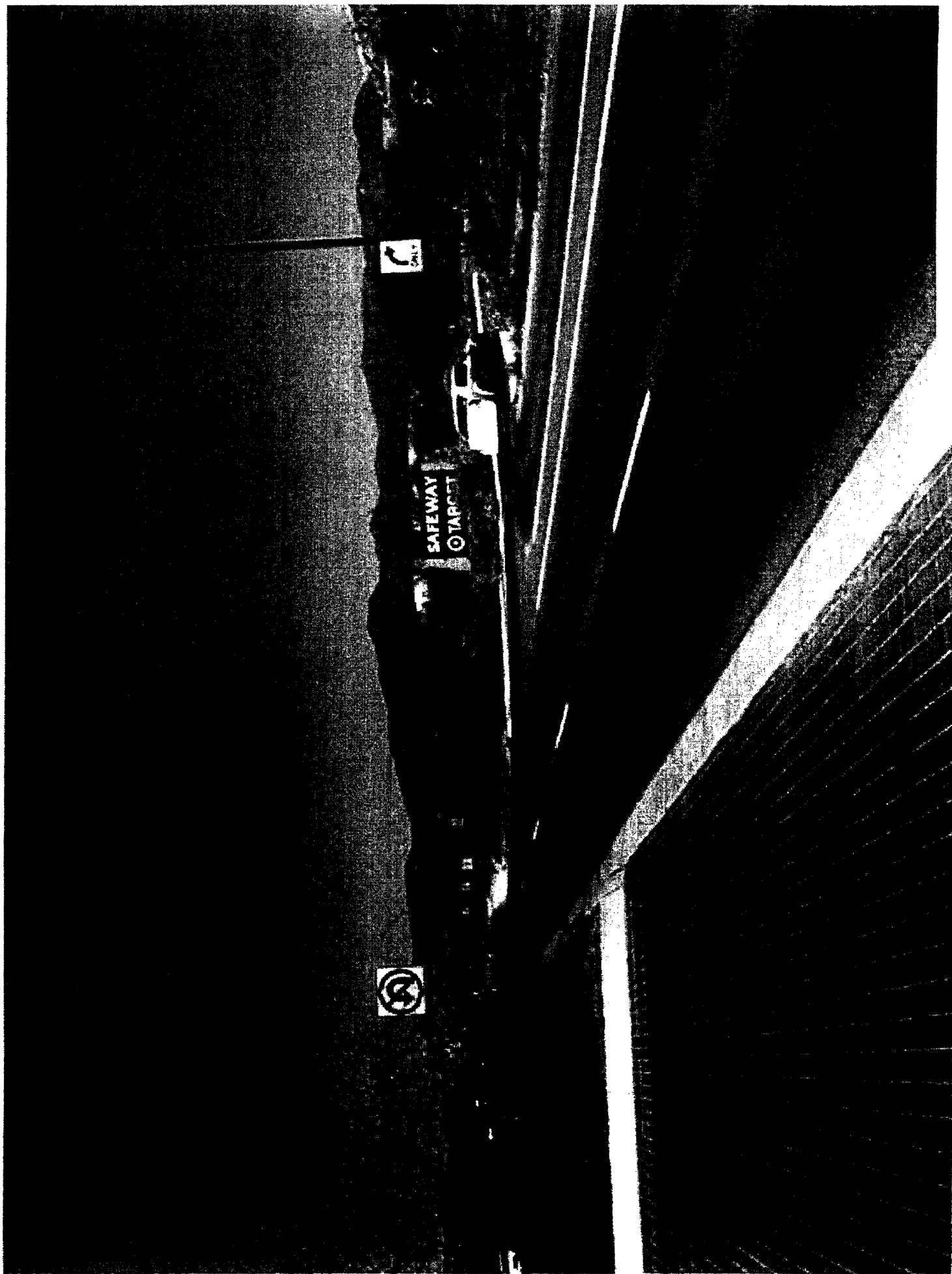
With these thoughts in mind, it would seem unproductive to have a hearing on the 29<sup>th</sup> when key issues are still unresolved. We suggest that the hearing be delayed until the differences can be sorted out to a mutual agreement.

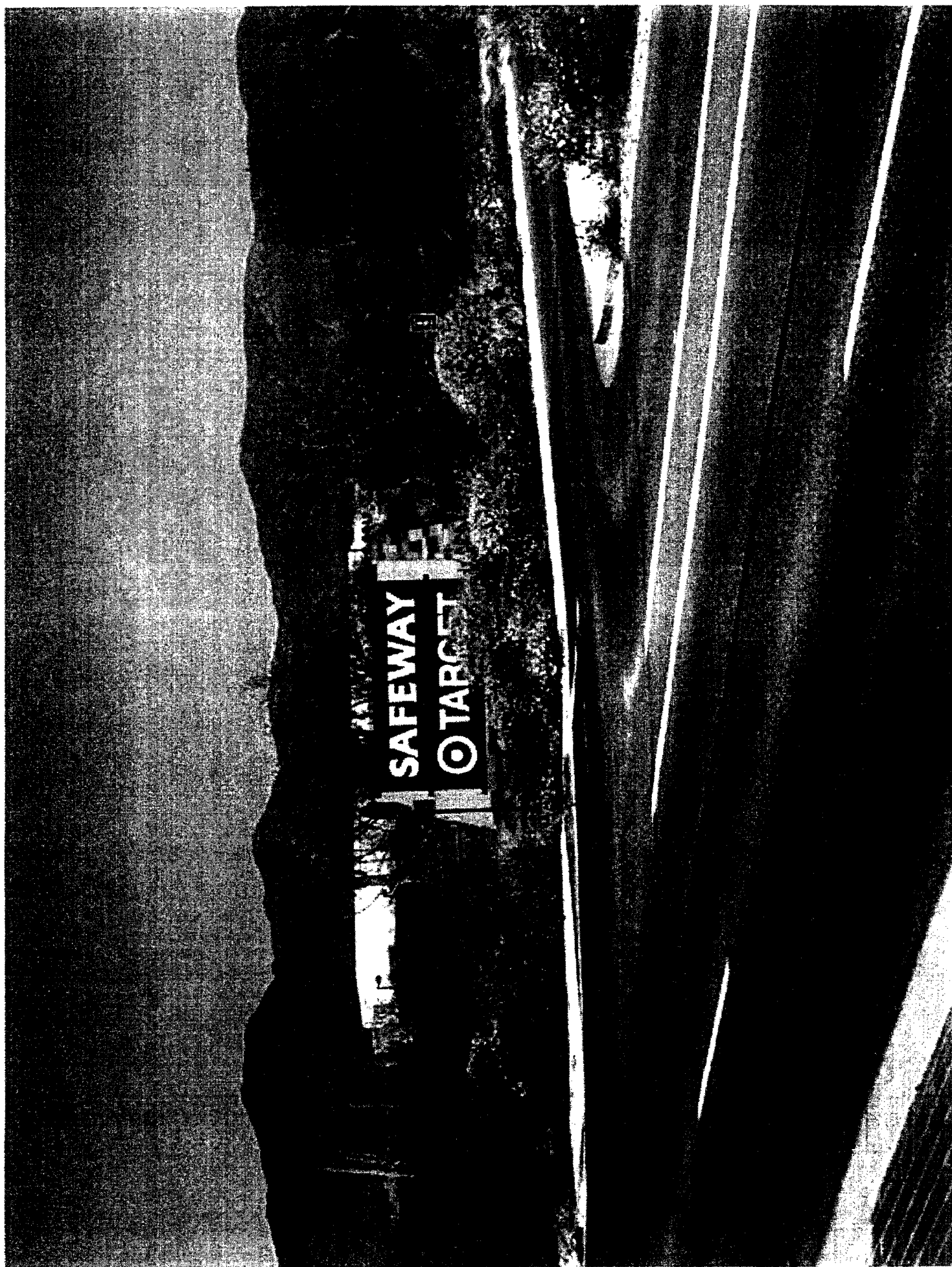
Sincerely,

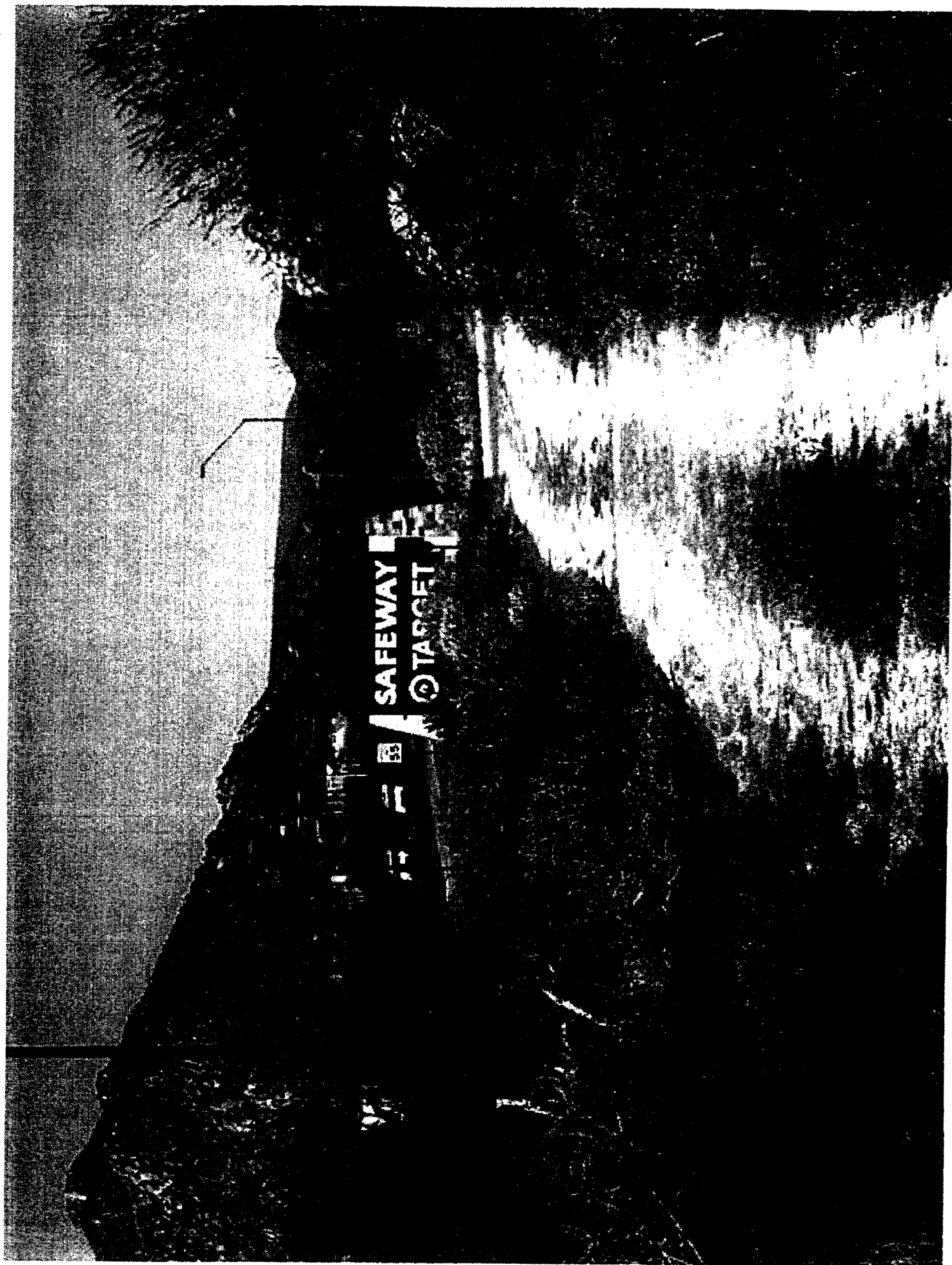


Robert J. Vairo, President  
(for) the Board of Directors

C: City of Scottsdale: Kira Wauwie

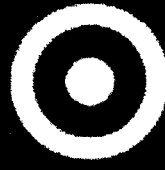




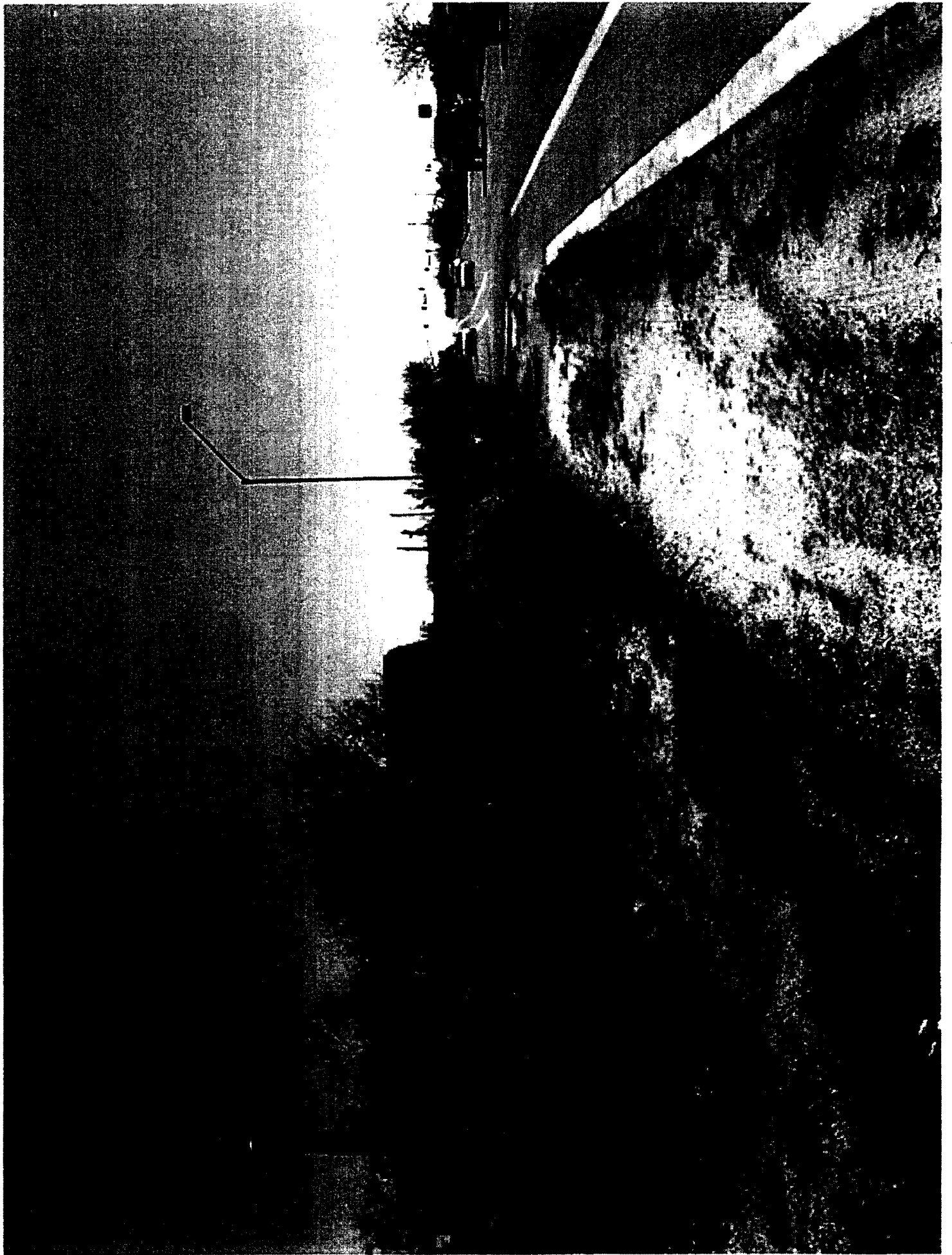


**SAFEWAY**

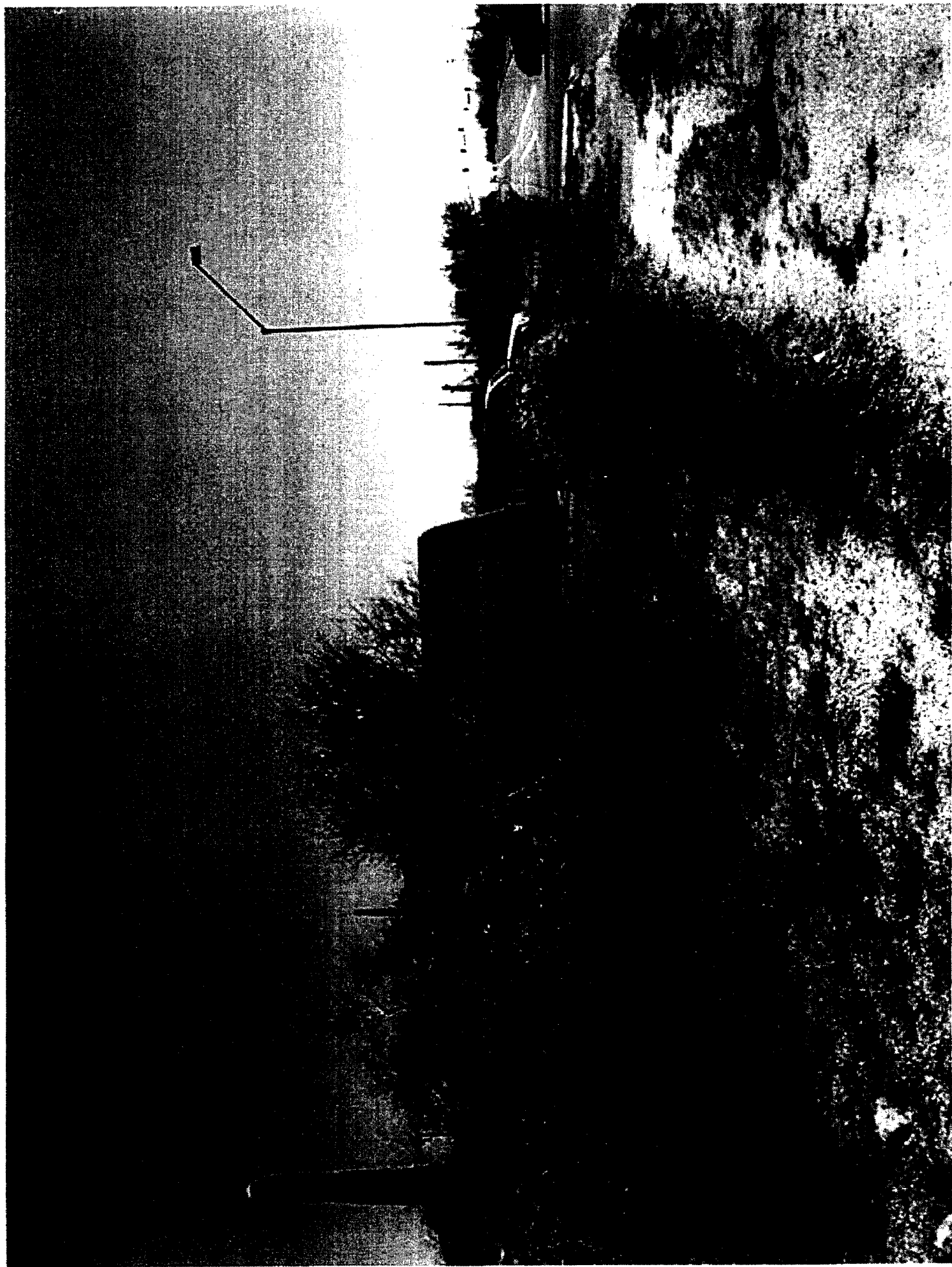
**LOTARGET**











Vice-Chairman Steinberg added that staff should be advised that the Commission is in favor of a review of speed limits in the area and would endorse consideration of lowering the speed limit from 55 mph to 45 mph.

The regular meeting of the Planning Commission recessed at 10:41 p.m. and reconvened at 10:48 p.m.

**7-TA-2004 (Scenic Corridor Signage Text Amendment)** requested by Earl Curley & Lagarde PC, applicant, for a text amendment to the City of Scottsdale Zoning Ordinance (Ordinance No. 455) to amend Article VIII. Sign Requirements.

Mr. Grant introduced Lusia Galav, interim Planning Director. He proceeded to present the staff report, noting that the goal of the application is to encourage businesses on scenic corridors to use signage more in context and character with the desert area than could be achieved by a tower sign. He noted that all signs would be required to go through the Development Review Board.

Ms. Lagarde addressed the Commission on behalf of the Applicant. She thanked the Planning Commission for hearing the case so quickly. She noted that since the continuance was granted in July they had held a series of meetings with staff and interested citizens. She felt that now the parties were essentially in agreement on everything except size. She briefly reviewed the history of the matter and principles of sign design with regard to visibility, safety, and effectiveness. She noted that signage is essential for businesses, and also for the safety and convenience of the customers. Her presentation included illustrations of signage. Ms. Lagarde mentioned the 10 foot high signage at DC Ranch, which has not destroyed the scenic corridor. The current application is for a 7 foot high sign. The only current locations meeting the proposed criteria are DC Ranch and The Summit.

Commissioner Heitel pointed out that the sign at DC Ranch was a development agreement and opined that it is not pertinent to the current discussion. Ms. Lagarde responded that the DC Ranch developer had been given the right to place signage in the scenic corridor and height was not part of the agreement. Her point was that this sign did not destroy the scenic corridor and provided needed identification.

Commissioner Heitel said that the property owners at The Summit have no vested right with development agreements in scenic corridors at the present time. Ms. Lagarde said that a development agreement does not allow for discrimination or unequal treatment under the ordinance.

Mr. Bob Vairo spoke on behalf of the Coalition for Pinnacle Peak. He said that the Coalition wants to see this development succeed. Commercial needs must be balanced with the City's concern for scenic corridors. The Coalition believes that the draft is satisfactory except for two things: The Coalition feels that a height of 5 feet is appropriate and the Coalition believes that if a commercial property has frontage on two streets, the current ordinance would permit the placement of a tower sign on the street which is not a designated scenic corridor. The Coalition would like to see that provision removed from the proposed text amendment. The scenic corridor guidelines should apply to both streets. A discussion on this point ensued.

Mr. Bill Allison addressed the Commission on behalf of the Arizona Sign Association. Although the Association had not been directly involved in the present matter, an Association member had worked as a consultant with Ms. Lagarde. Mr. Allison explained the importance of signs and reviewed the code that applies in scenic corridors. He noted that although there is a desire to have attractive signage to fit into the scenic corridor, the height restrictions were effectively restricting the design options to embellish the signage. The Association feels that the amendment is a step in the right direction, but does not go far enough.

Commissioner Heitel noted that many residents are concerned that allowing signage invalidates the concept of scenic corridor. He asked Mr. Allison how to balance the concerns of citizens with the need for business signage. Mr. Allison responded that the Association did not want to remove all sign restrictions on scenic corridors. Appropriate design is critical to reflect the character of a scenic corridor and not to be overly intrusive. The City permits commercial development along scenic corridors and therefore signage is critical.

Ms. Lagarde emphasized that the proposed amendment is only intended to regulate signage on scenic corridors. She said that although the representatives of the Pederson Group had left the meeting, they had told her that they wanted to be able to place a mid-size monument sign on Lone Mountain Road and not lose any of their sign rights. She reported that although the Pederson Group is not her client, she felt obligated to mention this to the Commission. Her clients committed from the outset that they would not place any tower signage on Ashler Hills. The fact that business rose by 22 percent immediately following the placement of a sign at The Summit demonstrates the critical importance of signage to businesses.

Vice-Chairman Steinberg expressed that he will support the amendment. Commissioner Heitel concurred, but expressed a concern about how properties with frontage on a scenic corridor and another street would be affected. He could not support the amendment until he was sure that the community is aware of the implications. Although Ms. Lagarde's draft amendment does not cover this point, the issue has been raised. He explained that he would support a continuance in order to be sure that the stakeholders group was comfortable with what is being proposed.

Mr. Grant stated that the draft before the Commission did not affect any sign rights on non-scenic corridor streets. Commissioner Heitel opined that there is a lack of clarity and understanding between the groups involved. Commissioner Hess shared Commissioner Heitel's confusion regarding issues raised by the stakeholders.

Chairman Gulino invited Mr. Vairo to clarify his concerns. Mr. Vairo explained that this issue had first been raised to him that evening, just prior to the meeting. He pointed out that the City has exercised great efforts to protect scenic corridors and that allowing tower and mid-size monument signs on side streets where a property has frontage on a scenic corridor would undermine the spirit behind the scenic corridor designation. He urged the Commission to rule that the side streets of such properties would be subject to the same rules that govern the scenic corridor.

Commissioner Hess recommended continuance. Ms. Lagarde expressed opposition to a continuance and stated that her clients had already agreed that they would not place this type of signage on the side street. She reiterated the importance of this issue to the

Pederson Group, noting that they had met with City staff to be certain of their signage rights on Lone Mountain Road. She requested that the Commission forward this matter to City Council with a recommendation of approval.

Commissioner Steinke stated that he did not see a problem with changing the height of the sign from 5 feet to 7 feet. He opined that the issue of signage on the side street was probably best addressed in the remaining sign ordinances for non-scenic corridor roadways. The two ordinances could be tied together by language in that ordinance.

Commissioner Barnett said he preferred the sign height be restricted to 5 feet. He agreed with Mr. Vairo that the side street issue needed to be addressed.

Chairman Gulino expressed support for the 7 foot sign height and remarked that it is unfair to tie the hands of property owners. He understood Commissioner Barnett's position regarding side streets, but disagrees. He explained that difficult boundary issues would be raised in making that change. He noted that the signage would go to the Development Review Board and trusted that this would give some control to ensure that signage would be in character. He expressed support for the amendment as written although he noted a concern with consistency. He would not support a continuance or a recommendation for denial.

**COMMISSIONER HEITEL MOVED TO APPROVE THE PROPOSAL AS WRITTEN INCLUDING THE 7 (SEVEN) FOOT HEIGHT ALLOWANCE WITH A CHANGE TO PROHIBIT TOWER SIGNS AND MID-SIZE MONUMENTS ON NON-SCENIC CORRIDOR STREETS, IF SCENIC CORRIDOR MONUMENT SIGNS ARE BEING USED. COMMISSIONER HESS SECONDED THE MOTION. THE MOTION CARRIED WITH A VOTE OF 5 (FIVE) TO 1 (ONE), WITH COMMISSIONER BARNETT DISSENTING.**

#### **ADJOURNMENT**

With no further business to discuss, the regular meeting of the Scottsdale Planning Commission was adjourned at 11:58 p.m.

## MEMORANDUM

TO: CITY COUNCIL  
FROM: DONNA BRONSKI  
DATE: SEPTEMBER 08, 2005  
RE: SIGN CODE AMENDMENT

The attachment to Ordinance 3641, 7-TA-2004, is in a format that tracks the various changes that have occurred over time to the ordinance. There is a key on the top of the document that explains the source of the following changes.

Next week, we will provide a copy of the ordinance in legislative amendment format, showing all the proposed changes in bold and cross out, to the current text, as is necessary for the code codifiers.

Please contact me if you have any questions. 480-312-2624.

ORDINANCE NO. 3641

AN ORDINANCE OF THE COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, AMENDING ORDINANCE NO. 455, THE ZONING ORDINANCE OF THE CITY OF SCOTTSDALE, BY AND FOR THE PURPOSE OF AMENDING ARTICLE VIII., SIGN REQUIREMENTS, OF ORDINANCE NO. 455, AS AMENDED, AS PROVIDED IN CASE NO. 7-TA-2004.

WHEREAS, the Planning Commission and City Council have held hearings on and considered a text amendment to the Zoning Ordinance of the City of Scottsdale, Case No. 7-TA-2004; and

WHEREAS, the Council of the City of Scottsdale wishes to allow certain limited signage for large commercial centers located behind scenic corridors;

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Scottsdale, as follows:

Section 1. That the Zoning Ordinance of the City of Scottsdale, is amended by amending Article VIII. Sign Requirements, as set forth in Exhibit 1, attached hereto and incorporated herein by reference.

Section 2. If any section, subsection, sentence, clause, phrase or portion of this ordinance or any part of the code adopted herein is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions thereof.

PASSED AND ADOPTED by the Council of the City of Scottsdale this 20th day of September, 2005.

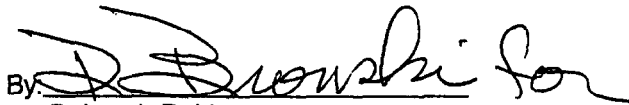
ATTEST:

CITY OF SCOTTSDALE, an Arizona  
municipal corporation

By: \_\_\_\_\_  
Carolyn Jagger  
City Clerk

By: \_\_\_\_\_  
Mary Manross  
Mayor

APPROVED AS TO FORM:

By:   
Deborah Robberson  
Acting City Attorney

## SCENIC CORRIDOR SIGNAGE AMENDMENT

How to read this document:

Existing ordinance language is shown in regular font (like this).

Existing ordinance language proposed for deletion is shown in regular font strike-through (~~like this~~).

Proposed ordinance language is shown in upper case letters (LIKE THIS).

Proposed ordinance language by the Planning Commission is shown in upper case letters and bold (**LIKE THIS**).

Minor staff cleanup after Planning Commission are shown in upper case italics letters (*LIKE THIS*).

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### Sec. 8.200. Definitions.

EMBELLISHMENT. AN ELEMENT OF DESIGN WHICH IS NOT PART OF A SIGN BUT WHICH PROVIDES ORNAMENTATION AT THE END OR SIDES OF A SIGN.

SCENIC CORRIDOR MONUMENT SIGN. A FREESTANDING CABINET OR PANEL SIGN LOCATED WITHIN A SCENIC CORRIDOR MOUNTED ON OR WITHIN A BASE (ABOVE-GRADE) THAT IS DETACHED FROM ANY BUILDING, AND WHEN LOCATED ON THE STREET FRONTAGE OF THE SITE ADDRESS, CONTAINING THAT ADDRESS'S NUMERALS, AND WHICH, FOR MULTIPLE-TENANT COMMERCIAL COMPLEXES ONLY, INCLUDES NO MORE THAN TWO (2) TENANT OR OCCUPANT NAMES.

### Sec. 8.411. Scenic corridor.

- I. The following conditions shall apply to the placement of PERMANENT signage within a scenic corridor NOT IN THE ESLO OVERLAY DISTRICT:
  - A. Development Review Board approval: The Development Review Board shall approve the permanent design and color scheme of all PERMANENT signs which are permitted within a scenic corridor. PERMANENT ~~S~~signs shall be made of durable materials with muted color tones that are common to southwest architectural themes and are also compatible with the landscape character within a scenic corridor.
  - B. Placement: No PERMANENT signs shall be placed closer to the right-of-way edge of the adjacent street than eighty (80) percent of the required average width of the scenic corridor.
  - C. ~~PERMANENT Signs allowed: All PERMANENT types of signs allowed by this ordinance may be placed within a scenic corridor, except monument signs, which are not allowed.~~
  - DC. Sign height: The maximum height of signs within the scenic corridor shall be eighteen (18) feet except under one of the following conditions:
    1. When the sign within the scenic corridor is located seventy-five (75) feet from the adjacent right-of-way edge of the street, the maximum sign height may be

raised by two (2) feet.

2. When the sign within the scenic corridor is located seventy-five (75) feet from the adjacent right-of-way edge of the street the sign area may be increased twenty (20) percent.

3. In no case shall both of the previous conditions apply to the same sign.

- D. **PERMANENT SIGNS ALLOWED:** ALL PERMANENT TYPES OF SIGNS ALLOWED BY THIS ORDINANCE MAY BE PLACED WITHIN A SCENIC CORRIDOR NOT LOCATED IN THE ESLO OVERLAY DISTRICT, EXCEPT MONUMENT SIGNS, WHICH ARE NOT ALLOWED. ALTERNATIVELY THE ESLO SCENIC CORRIDOR MONUMENT SIGNAGE AS PERMITTED BELOW MAY BE USED IN ANY NON-ESLO SCENIC CORRIDOR; IF THE ESLO SCENIC CORRIDOR MONUMENT SIGNAGE IS USED THEN NO TOWER SIGNS SHALL BE ALLOWED ON ANY PORTION OF THE PROPERTY.

II. THE FOLLOWING CONDITIONS SHALL APPLY TO THE PLACEMENT OF PERMANENT SIGNAGE WITHIN A SCENIC CORRIDOR IN THE ESLO OVERLAY DISTRICT:

- A. **DEVELOPMENT REVIEW BOARD APPROVAL:** THE DEVELOPMENT REVIEW BOARD SHALL APPROVE THE PERMANENT DESIGN AND COLOR SCHEME OF ALL PERMANENT SIGNS WHICH ARE PERMITTED WITHIN A SCENIC CORRIDOR IN THE ESLO OVERLAY DISTRICT. IN APPROVING SUCH SIGNAGE, THE DEVELOPMENT REVIEW BOARD SHALL DETERMINE THAT THE PROPOSED SIGN MEETS FOLLOWING STANDARDS AND DESIGN CRITERIA. *THE DEVELOPMENT REVIEW BOARD SHALL HAVE NO POWER TO REVIEW THE WORDS, SYMBOLS OR OTHER CONTENT OF THE MESSAGE USED ON THE SIGN.*

- B. **SIGNS ALLOWED:** SCENIC CORRIDOR MONUMENT SIGNS SHALL BE THE ONLY PERMANENT FREESTANDING SIGNS ALLOWED WITHIN OR BEHIND THE SCENIC CORRIDOR TO IDENTIFY THE FOLLOWING USES ON PARCELS OF 5 ACRES OR MORE THAT ARE LOCATED ADJACENT TO A GENERAL PLAN SCENIC CORRIDOR DESIGNATED STREET: MULTIPLE-TENANT COMMERCIAL BUILDINGS OR COMPLEXES, PUBLIC AND INSTITUTIONAL USES, SCHOOLS, CHURCHES AND PLACES OF WORSHIP, HOTELS AND RESORTS. **IF A PROPERTY UTILIZES A SCENIC CORRIDOR MONUMENT SIGN THEN THAT PROPERTY SHALL NOT BE ALLOWED TOWER OR MID-SIZED MONUMENT SIGNS ANYWHERE ON THE PROPERTY.**

ALL OTHER USES SHALL BE SUBJECT TO NON-ESL ZONED SCENIC CORRIDOR SIGN PROVISIONS  
TEMPORARY SIGNAGE MAY BE ALLOWED ACCORDANCE WITH  
SECTIONS 8.600-8.616.

- C. **NUMBER OF SIGNS:**



1. THERE SHALL BE ONLY ONE (1) SCENIC CORRIDOR MONUMENT SIGN PER DEVELOPMENT. HOWEVER, BUILDINGS OR COMPLEXES WITH A TOTAL FLOOR AREA OF 150,000 SQUARE FEET OR GREATER MAY HAVE A MAXIMUM OF TWO (2) SCENIC CORRIDOR MONUMENT SIGNS PER DEVELOPMENT.

D. PLACEMENT OF SIGNS:

1. SCENIC CORRIDOR MONUMENT SIGNS SHALL ONLY BE ALLOWED AT OR NEAR AN ENTRY DRIVE INTO THE SITE FROM A SCENIC CORRIDOR ROADWAY OR WITHIN A MEDIAN WITHIN SUCH AN ENTRY DRIVE.
2. SECTION 8.408.III. SHALL NOT APPLY TO SCENIC CORRIDOR MONUMENT SIGNS. SCENIC CORRIDOR MONUMENT SIGNS SHALL BE PLACED AT THE PROPERTY LINE AND LOCATED A MAXIMUM DISTANCE FROM THE EDGE OF THE ENTRY DRIVE CURB OF THREE (3) TIMES THE HEIGHT OF THE SIGN OR WITHIN AN ENTRY DRIVE MEDIAN. SIGN LOCATIONS SHALL BE CONSISTENT WITH INTERSECTION SIGHT DISTANCE AND TRAFFIC SAFETY TRIANGLE REQUIREMENTS WHICHEVER APPLIES TO THE SITE. IF A SIGN LOCATION SPECIFIED BY THIS SECTION WOULD CREATE A SIGHT DISTANCE OR SAFETY TRIANGLE HAZARD, THE SIGN LOCATION SHALL BE ADJUSTED THE MINIMUM AMOUNT NECESSARY TO PREVENT THE HAZARD FROM BEING CREATED.
3. SIGNS SHALL BE LOCATED WITH SENSITIVITY TO MINIMIZING NATIVE PLANT DISTURBANCE. IF NECESSARY, THEN NATIVE PLANTS MAY BE RELOCATED TO PROVIDE FOR SIGN VISIBILITY IF APPROVED BY THE DEVELOPMENT REVIEW BOARD.

E. SIGN SIZE:

1. THE MAXIMUM HEIGHT OF SCENIC CORRIDOR MONUMENT SIGNS SHALL BE FIVE (5) FEET INCLUDING A MINIMUM OF A ONE (1) FOOT BASE MEASURED FROM ADJACENT NATURAL GRADE OR CURB HEIGHT WHICHEVER IS GREATER, EXCEPT THAT FOR A MULTIPLE-TENANT COMMERCIAL COMPLEX WITH A TOTAL FLOOR AREA OF 150,000 SQUARE FEET OR GREATER AND WHERE ALL BUILDINGS ARE SETBACK A MINIMUM OF 150 FEET FROM THE PROPERTY LINE THEN TWO (2) ADDITIONAL FEET OF HEIGHT SHALL BE ALLOWED.
2. THE SIGN WIDTH SHALL NOT BE MORE THAN 10 FEET.
3. EMBELLISHMENTS BEYOND THE SIGN WIDTH, INCLUDING DESIGN FEATURES TO MEET THE CRITERIA LISTED BELOW, SHALL BE ALLOWED AS FOLLOWS:  
UP TO AN ADDITIONAL 4 FEET RESULTING IN A TOTAL OF FOURTEEN (14) FEET *WIDTH* FOR A 5 FOOT TALL SIGN; OR  
AN ADDITIONAL 6 FEET RESULTING IN A TOTAL OF SIXTEEN (16) FEET *WIDTH* FOR A 7 FOOT TALL SIGN, ONLY IF THE DEVELOPMENT REVIEW BOARD FINDS THAT THE

EMBELLISHMENTS CONTRIBUTE TO ENHANCEMENT OF THE  
SCENIC CORRIDOR AND ARE CONSISTENT WITH THE SCENIC  
CORRIDOR DESIGN GUIDELINES.

F. DESIGN CRITERIA

1. SIGNAGE SHALL COMPLEMENT AND BE COMPATIBLE WITH BOTH THE CHARACTER OF THE ROADWAY SEGMENT IN WHICH THE SCENIC CORRIDOR OCCURS AND THE SITE ARCHITECTURE.
2. PREDOMINANTLY NATURAL MATERIALS THAT REFLECT THE RURAL AND RUSTIC DESERT CHARACTER OF THE AREA, SUCH AS WOOD, ROCK, STONE, RUSTED OR OTHER DULL METAL FINISHES SHALL BE USED.
3. SIGNS SHALL INTEGRATE SHAPES AND DESIGN ELEMENTS HAVING IRREGULAR FORMS THAT APPEAR TO RESEMBLE THOSE OF NATURE. VARIATIONS IN HEIGHT, LENGTH, DEPTH, MATERIALS AND TEXTURES, AS WELL AS LANDSCAPING ELEMENTS, SHALL BE ENCOURAGED IN SIGNAGE TO CREATE A VARIED ELEVATION
4. HIGH CONTRAST SHALL BE EMPLOYED BETWEEN BACKGROUND AND COPY WITHIN THE DESIGNATED COPY AREA FOR IMPROVED READABILITY. COLOR PAlettes SHALL INCLUDE MUTED TONES THAT BLEND WITH THE SURROUNDING DESERT ENVIRONMENT, WHILE PROVIDING CONTRAST WITH ACCENT COLORS FOR READABILITY WITHIN THE DESIGNATED COPY AREA. COLORS SHALL NOT EXCEED ALIGHT REFLECTIVE VALUE (LRV) OF THIRTY-FIVE (35) PERCENT, EXCEPT THAT SIGN COPY MAY HAVE A HIGHER LIGHT REFLECTIVE VALUE (LRV) WHEN USED WITH A DARK BACKGROUND COLOR; NOR SHALL BACKGROUND COLORS EXCEED A VALUE OF SIX (6) AND A CHROMA OF SIX (6) AS INDICATED IN THE MUNSELL BOOK OF COLOR ON FILE IN THE PLANNING SYSTEMS DEPARTMENT.
5. *PERMITTED LIGHTS ON SIGNS. THE ONLY LIGHTS OR ILLUMINATION PERMITTED ON SIGNS SHALL BE REVERSE CHANNEL LETTER HALO ILLUMINATION, INTERNALLY ILLUMINATED LETTERS OR LOW LEVEL SIGNAGE INDIRECT LIGHTING, ALL DESIGNED TO CONTROL GLARE AND MUTE LIGHTING IMPACTS. LIGHT SOURCES SHALL BE SHIELDED FROM VIEW AND SHALL NOT ALLOW SPILLAGE BEYOND THE SIGNAGE. LANDSCAPING AND LANDSCAPE ACCENT LIGHTING SHALL BE INTEGRATED WITH SIGNAGE ELEMENTS TO CREATE FOCAL POINTS THAT ENHANCE THE EXISTING SENSE OF PLACE AND SHALL BE DIRECTED TOWARDS THE SIGN COPY AND PLACE-MAKING ELEMENTS (THE TEXTURES, PLANTS AND MATERIALS OF THE SIGN, NOT THE OVERALL SIGN).*
6. REVEGETATION/LANDSCAPING WITHIN THE MINIMUM NECESSARY DESIGNATED SIGN VISIBILITY CORRIDOR, AS APPROVED BY THE

DEVELOPMENT REVIEW BOARD, SHALL COMPLY WITH SEC. 6.1060.D.2.A. THROUGH F. OF THE ENVIRONMENTALLY SENSITIVE LANDS ORDINANCE, EXCEPT THAT CONSISTENCY SHALL BE REQUIRED WITH ONLY LOW-LEVEL PLANT SPECIES, WHICH SHALL BE ALLOWED TO BE MAINTAINED AT LOWER HEIGHTS WHERE TALLER PLANT SPECIES INTERFERE WITH SIGN VISIBILITY AND READABILITY. MATURE PLANTS AND TREES SHALL BE RELOCATED AS NECESSARY TO MAINTAIN NON-INTERFERING, LOW-LEVEL PLANT SPECIES AND SHALL BE UTILIZED AS APPROPRIATE TO PROVIDE AN ENHANCED NATIVE PLANT SETTING FOR THE SIGNAGE.

7. CABINET SIGNS FABRICATED OF ACRYLIC, PLEXIGLAS®, PLASTIC-FACED, OR INJECTION MOLDED PANELS WITH FIRST-SURFACE, SECOND-SURFACE APPLIED TRANSLUSCENT VINYLs, FILMS OR PAINTED GRAPHICS, AND/OR INTEGRALLY COLORED POLYCARBONATE MATERIALS THAT ARE INTERNALLY BACKLIGHTING THE WHOLE GRAPHICS AREA, ARE STRICTLY PROHIBITED.